NATIONAL PETROLEUM NEWS

May 10, 1950
Vol. 42—No. 19

How Oil and Military Work Together on Preparedness

The oil industry and the military are far better organized today to handle the problems of fueling a possible war than they were even a year after the U.S. entered World War I and World War II.

How this has been accomplished is told in an exclusive story in this week's NATIONAL PETROLEUM NEWS.

The present program of oil-military co-operation was born three years ago. Since that time more than 300 oil men have served voluntarily in dozens of capacities, working on scores of problems. The military has so centralized its oil planning that these industry volunteers and the Department of Defense have been able together to achieve a state of preparedness which is much advanced by comparison with anything ever done before in peacetime.

For NPN's story on this oil-military co-operation and what has been done under it, turn to page 13.

Pros and Cons of Re-Refined Lubes

Facts refute the claim made in a general circulation magazine article that re-refined motor oil is as good or better than the original lubricant. NPN discusses article in which the author says industrial firms use re-refined oil and implies that they endorse it for use in automobiles. P. 36.

Meetings Aid Jobber Sales Program

Independent jobber's merchandising program depends to a great extent on dealer discussion of sales problems. Every spring groups of 12 to 15 of the dealers get together with the jobber to discuss sales experiences and to pass around tips on how to sell TBA and oil products. P. 29.

ERIE pioneered INFRA-RED Drying Over Bonderized Steel Pump Panels

THE brilliant long lasting finish of an Erie is the result of a pioneer experience with the cleaning and bonderizing of pump panel surfaces. This chemical process seals all pores and completely rustproofs the metal and at the same time becomes the bonding agent for the highest grade enamel procurable. The combination of modern Infra-Red drying and bonderizing produces a tough, brilliant surface.

Write for full color catalog No. 1280 that illustrates and describes in detail every feature contained in the Erie Pump, the most accessible pump on the market.

FIRST TO BUILD ERIE ELECTRIC PUMPS

ERIE METER SYSTEMS, INC.

Main Office and Plant, Erie, Pa., U. S. A.

Who's who in the service station business. Elmer Horstmeyer has operated the Hyde Park SOHIO Service Station in Cincinnati for two and a half years. During this time he has sold nearly three-quarters of a million gallons of Sohio Supreme. Mr. Horstmeyer says that keeping his service up to date and pushing his best gasoline are the secrets of his success.

"I sell SOHIO SUPREME 3 to 1"

says ***Elmer L. Horstmeyer,*** *dealer,*
Hyde Park SOHIO Service, 3505 Erie Avenue,
Cincinnati, Ohio

"I make it a policy never to miss a chance to sell Sohio Supreme. When a customer pulls up for gas, I suggest he take my best gasoline. I point out the reasons why it is his best buy—more power; faster starts; protection against knock; smooth, even response that makes driving more enjoyable and safer. Calling a customer's attention to all the benefits he gets from using my best gasoline sure builds sales—it's the reason I sell Sohio Supreme 3 to 1 over regular."

Mr. Horstmeyer uses the right sales approach. There's no better way to build a successful business than to tell customers why your best gasoline is their best buy.

Tell your customers why it's smart to use "Ethyl" gasoline

"ETHYL" GASOLINE GIVES—

- MORE POWER
- PROTECTION FROM HARMFUL KNOCK
- FASTER STARTING
- MORE DRIVING SAFETY
- QUICKER WARM-UPS
- MORE DRIVING PLEASURE

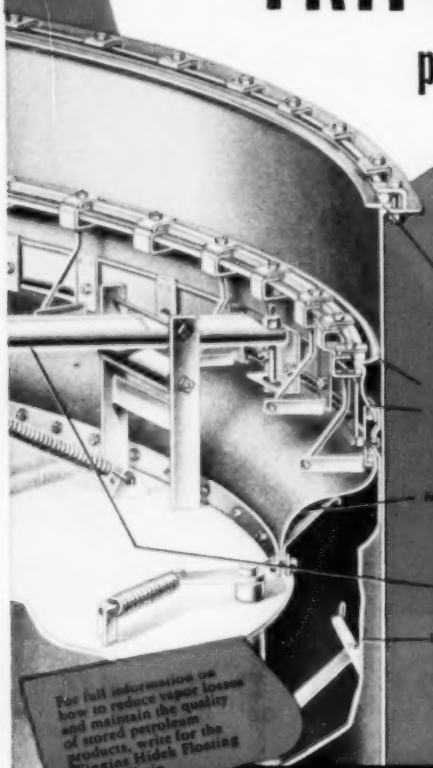
ETHYL CORPORATION, New York 17, N.Y.

Products sold under the "ETHYL" trade-mark: antiknock compounds . . . salt cake . . . ethylene dichloride . . . sodium (metallic) . . . chlorine (liquid) . . . oil soluble dye . . . benzene hexachloride (technical)

No other floating roof gives you . . .

TRIPLE SEAL

protection



For full information on how to reduce vapor losses and maintain the quality of stored petroleum products, write for the Wiggins Hidek Floating Roof Bulletin.

TOP SEAL

Enables use of full tank capacity without increasing shell height. Cuts out 75% of evaporation losses and fire hazard when tank is full.

SECONDARY SEAL

Stops wind from sucking valuable vapors out of slot. Saves 50% of the evaporation losses suffered by tanks with a single seal. Standard equipment with Wiggins Floating Roofs for extra savings.

PRIMARY SEAL

Has the much-copied long limber shoe originated by John H. Wiggins to assure positive, constant contact with the tank shell. A unique hanger maintains continuous contact regardless of any irregularities. Equally effective on riveted or welded tanks.

The improved and never surpassed

Wiggins Floating Roofs

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NATIONAL PETROLEUM NEWS

Vol. 42—No. 19 ESTABLISHED 1909 May 10, 1950

THE NEWS WEEKLY OF THE OIL INDUSTRY

COMING MEETINGS

MAY

Empire State Petroleum Assn., Hotel Roosevelt, New York, N. Y., May 14-16.
Oil Industry Information Committee, Chicago, Ill., May 15-17.
National Fire Protection Assn. and API Committee on Accident Prevention and Fire Protection, Atlantic City, N. J., May 15-18.
Southwest Petroleum Credit Group, Fort Worth, Texas, May 21-23.
Virginia Petroleum Jobbers Assn., spring meeting, Jefferson Hotel, Richmond, Va., May 25.
Virginia Oilmens Assn., spring meeting, Jefferson Hotel, Richmond, Va., May 26.

JUNE

Society of Automotive Engineers, summer meeting, French Lick Springs Hotel, French Lick, Ind., June 4-9.
South Carolina Oil Jobbers Assn., summer meeting, Ocean Forest Hotel, Myrtle Beach, S. C., June 7-8.
American Petroleum Institute, lubrication committee, Book-Cadillac Hotel, Detroit, June 14-15.
Pennsylvania Grade Crude Oil Assn., annual meeting, Hotel William Penn, Pittsburgh, Pa., June 15-16.
Automotive Council of Los Angeles, annual national truck, trailer, and equipment show, Pan Pacific Auditorium, Los Angeles, Calif., June 22-25.
American Society for Testing Materials, annual meeting and exhibit of testing apparatus and equipment, Atlantic City, N. J., June 26-30.

JULY

National Butane-Propane Assn., board meeting, Rhinelander, Wisc., July 12-13.
Georgia Independent Oilmen's Assn., mid-year convention and golf tournament, Radium Springs, Ga., July 17-18.

AUGUST

Society of Automotive Engineers, National West Coast meeting, Biltmore Hotel, Los Angeles, Calif., August 14-16.

SEPTEMBER

Michigan Petroleum Assn., fall meeting, Mackinac Island, Sept. 8-9.
Society of Automotive Engineers, tractor meeting, Hotel Schroeder, Milwaukee, Wisc., Sept. 11.
Oil Industry Information Committee, meeting, Traymore Hotel, Atlantic City, N. J., Sept. 11-13.
National Petroleum Assn., Hotel Traymore, Atlantic City, N. J., Sept. 13-15.
American Petroleum Institute, lubrication committee, Hotel Traymore, Atlantic City, Sept. 14.
National Butane-Propane Assn., annual convention, Hotel Hollenden, Cleveland, Ohio, Sept. 18-19.
Ohio Petroleum Marketers Assn., Netherland Plaza Hotel, Cincinnati, Ohio, Sept. 20-21.

OCTOBER

Indiana Independent Petroleum Association, Inc., Hotel Severin, Indianapolis, Ind., Oct. 12-13.
Society of Automotive Engineers, national transportation meeting, Hotel Statler, New York, N. Y., Oct. 16-18.
National Lubricating Grease Institute, annual meeting, Edgewater Beach Hotel, Chicago, Ill., Oct. 30-Nov. 1.

NOVEMBER

Mid-Continent Oil & Gas Assn., annual meeting, Roosevelt Hotel, New Orleans, La., Nov. 2-4.
Oil Industry Information Committee meeting, Biltmore Hotel, Los Angeles, Calif., Nov. 11-13.
American Petroleum Institute, 30th annual meeting, Biltmore Hotel and The Ambassador, Los Angeles, Calif., Nov. 13-16.

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PHILLIPS DELIVERS QUALITY

—protected by Tri-Sure Closures

"PHILLIPS 66" has built its reputation for *quality* by using selected lube-type crude oil . . . the most painstaking processing and blending . . . and by *protecting* that quality with *Tri-Sure Closures** on every drum.

Phillips Petroleum Company has consistently used Tri-Sure protection since 1932. Its experience has proved that Tri-Sure Closures give positive assurance that every gallon will be *delivered* . . . its *quality* safeguarded from seepage and substitution . . . its *full value* secure from leakage and pilferage.

On your next shipment, give *your* product the protection that has been *proved* best by America's leading oil and chemical companies. When you order drums, specify "Tri-Sure Closures"—and know that the quality you ship will be *delivered*.

**The "Tri-Sure" Trademark is a mark of reliability backed by 27 years serving industry. It tells your customers that genuine Tri-Sure Flanges (inserted with genuine Tri-Sure dies), Plugs and Seals have been used.*

AMERICAN FLANGE & MANUFACTURING CO. INC., 30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

TRI-SURE PRODUCTS LIMITED, ST. CATHARINES, ONTARIO, CANADA

AHEAD *of the* NEWS

THIRD GRADE GASOLINE—A major oil company, which reportedly began marketing third grade gasoline in the New Jersey area in order to help its retailers improve their competitive situation, now is said to be supplying a similar grade to at least one point in Virginia, where the retail market has been disrupted since opening of a self-serve station more than a year ago. Oil men look for lower gasoline grades to make their appearance in other markets where price levels have been upset.

•

PREMIUM TWIST—Those private brand marketers who have some kind of a merchandise premium plan as a form of discount will be watching the experiment of a Midwest operator who is putting a uniformed girl attendant on station driveways to pass out merchandise coupons. On all purchases of a $1.00 or more the customer gets four coupons, each valued at one point. Coupons may be accumulated and turned in for merchandise premiums ranging from a screwdriver, obtainable for 45 points, up to a mixmaster requiring 2,698 points—all shown in a premium catalog which is handed to customers on their first visit.

•

MORE EASTERN GAS?—Oil and gas leasing activity in Lycoming and Sullivan counties of North-Central Pennsylvania is causing a stir among fuel oil distributors, who have the impression the "play" is for gas, rather than oil. Natural gas now is in use for household purposes in the area, but it comes from the 10- or 15-year-old field in Tioga County, adjoining Lycoming county on the north, whose gas also goes south as far as Sunbury in Northumberland County, and north into New York State. Some drilling equipment is said to be already in the Lycoming-Sullivan sector.

•

ANTI-TAX BANDWAGON—It may be wishful thinking, but it looks as if the many and persistent efforts on the part of all business to drive home the danger of mounting taxes as a result of government extravagance have finally stirred public resentment. Oil men in touch with political trends say public interest in taxes has never been as high.

FIRE DEPARTMENT—Industry leaders are giving a lot of attention to the possibilities for setting up a fast-moving, hard-hitting system for meeting attacks on the industry as they arise. The need for prompt, effective presentations of oil's case when it comes under fire has been felt and discussed for years. Now, however, there is strong sentiment in high places for doing more than just talking about the problem.

•

BETTER COAL BURNERS?—Newly developed, coal-burning equipment may soon be offering stiffer competition for fuel oil, gas and electric units in the home use market. It is reported that a "satisfactory" coal-burning range already has been produced and basic principles for a hot-water heater developed.

•

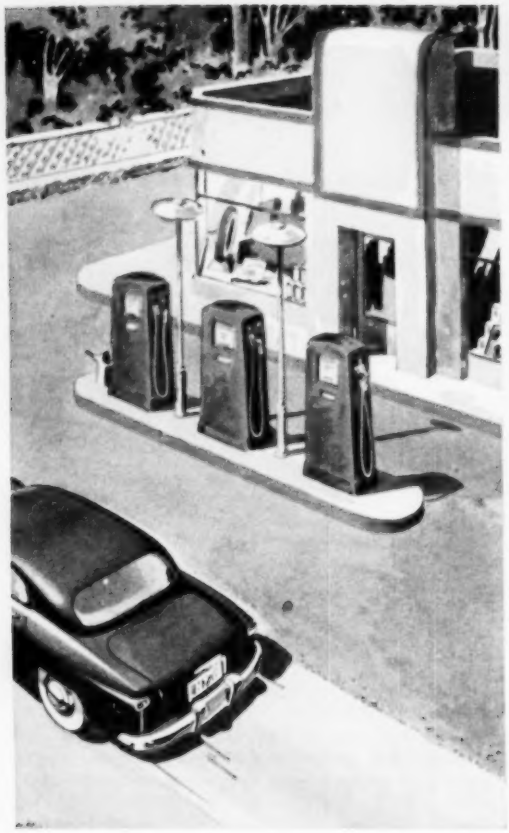
CREDIT INSURANCE—Some North Carolina Oil Jobbers are campaigning for enactment of a state garnishee law protecting businessmen against what is said to be an increasing number of bad credit risks. Other jobbers, however, believe that garnishee laws often result in credit "rackets" and feel that best solution to jobber credit problems lies in more free exchange of credit information.

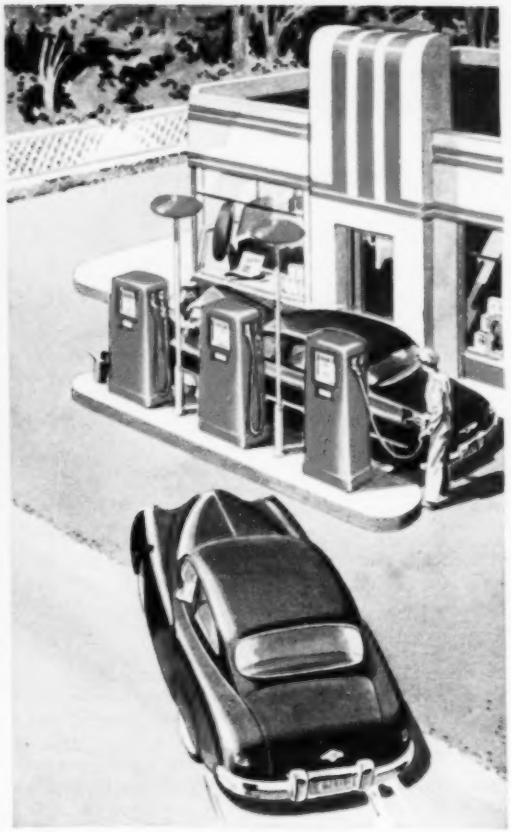
•

NEW TBA ENTRY—Eastern petroleum markets are about to be invaded by a new type of automobile polish for use by the motorist which is claimed to have a number of advantages over those presently available. Marketed under the trade name of Sil-I-Cone on the West Coast, it has been so well received there that some TBA men expect other manufacturers will feel impelled to bring out competing products for which equal claims can be made.

•

OCTANE BOOSTER OPTIONAL—Independent automobile manufacturer is expected to announce soon it will market a car with 10 to 1 compression ratio engine. According to advance reports, engine of 10:1 ratio is optional and will be accompanied with an antiknock injection fluid kit. Program is reported all set except for a few formal details to be settled before public announcement is made of the 10:1 engine.





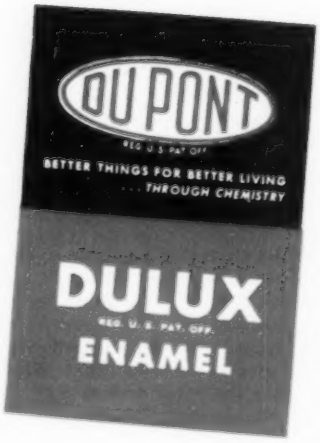
NEED TO BRIGHTEN YOUR SALES PICTURE?

Eye-catching DULUX colors can get more prospects to make the right turn

There's no doubt about it, a good appearance is good business. Many people will go out of their way to buy at a smart-looking service station. On the other hand, they will just naturally shun the station with a shabby, down-at-the-heel appearance.

Realizing the importance of making a good impression on today's discriminating buyer, more and more operators are turning to Du Pont DULUX Enamel. They've learned that DULUX can't be beat for giving pumps and buildings the touch of smartness that plays such a big part in bringing in customers. Moreover, they've learned that they get a bonus with DULUX—in easier, more economical maintenance. It retains color and gloss for months on end . . . resists hard knocks, staining and weathering . . . brightens up after every wipe-down.

Insist on Du Pont DULUX for your next maintenance painting job. The snappy appearance DULUX provides will help catch the eye of the motoring public . . . can vastly improve your whole sales picture! E. I. du Pont de Nemours & Co. (Inc.), Finishes Div., Wilmington 98, Del.



Mr. Harbour

WASHINGTON—By Daniel L. Harbour

Oil Could Get New Big Market In Swing to Spray Insecticides

A major marketing outlet for petroleum products may be built up within the next five to 10 years in the use of petroleum solvents in commercial insecticides.

The reason for this is that farmers in their never-ending battle against pests are tending more and more to the practice of spraying their crops with liquids instead of dusting them with powder.

To aid in this conversion to sprays and to correlate its research with that of the Department of Agriculture, the Ethyl Corp. has sent two of its officials—George Krieger and Dr. Charles L. Smith—to Washington to consult with top government workers in agricultural chemistry.

If the trend to spraying of crops continues, Mr. Krieger and Dr. Smith foresee a demand for oil solvents in insecticides as high as 400 to 500 million gals. annually within five to 10 years. For instance, they point out that if spraying is adopted in only half of the cotton fields (10 million acres) of the nation, there would be an annual need for some 60 million gals. of solvents for this purpose.

They arrive at this figure by calculating that one gallon of solvents will be needed for each acre of cotton, and it will be necessary to spray the fields six times each year. Vast potentials for the use of sprays also exist on other types of crops and in the livestock industry.

Use of solvents by insecticide manufacturers is not a brand-new field. Recently, spraying has been used as the method of combatting pests in forests and to eradicate the costly corn borer and the "green bug." The latter preys on wheat.

However, the trend away from dusting and towards spraying puts the petroleum industry on notice that it will be expected to supply an increasing amount of solvents for pest control. Not unmindful of this trend are a number of oil companies. Some of them have their own test farms, while others are engaging in extended laboratory research and development of insecticides.

This is all to the good. But some industry representatives emphasize that the oil companies must make a special effort to establish and maintain an even closer liaison with the agriculture chemical industry and with government research agencies, both state and federal. This, they say, is necessary to make certain that the various new types of pesticides meet the requirements of safety to soils, crops, animals and people.

• • •

Working along this line is the American Petroleum Institute, which has three separate subdivisions giving attention to farm problems. This trio is the API Agriculture Committee, the Rural Subcommittee of the Oil Industry Information Committee and the top-level group of company presidents who serve as the Agriculture Advisory Committee to the API's board of directors.

The Agriculture Committee and the OIIC subcommittee will hold a joint meeting May 17 in Chicago in connection with the regular gathering of the former group. At this joint conference, the OIIC subcommittee may be asked to become full-fledged members of the Agriculture Committee, thus putting the latter in a position to get its story told to the farmers of the nation.

• • •

Rear Adm. R. B. Biggs, executive secretary of the Munitions Board Petroleum Committee, will take a line chart depicting U. S. oil demand from 1939 to the present, cover the figures with his hands, then challenge anyone to point on that chart to the peak of World War II demand. The fellow who can do it is good, says the admiral, because except for one little flat spot the curve has kept right on rising. Much to the concern, incidentally of the military.

Mr. Bjorkback

ATLANTIC COAST—By Raymond E. Bjorkback

Confidence Growing That Oil Won't Take Back Seat for Gas

The dither existing in fuel oil circles some months ago over the coming big-scale invasion of the East by natural gas is giving way to aggressive optimism.

This new feeling was underscored by three men speaking in Boston last week to the Independent Oil Men's Assn. of New England.

Each approached the gas question from a different angle. But each displayed confidence that oil can come out all right if it gets ready now and battles for its place in the market.

Also, the fact their backgrounds differ suggests that this assurance is growing widely.

There was Walter Hochuli, general sales manager of The Texas Co. and one-time director of marketing for Petroleum Administration for War. There was Herbert M. Spade, general manager of the oil heating division of E. Robison, Inc., Hartsdale, N. Y., who has been fighting tough gas competition since 1937. And there was Joseph B. Wells, executive director of the New England oil men's association, who has studied the developing gas situation in New England intensively.

• • •

Mr. Hochuli predicted the fuel oil business will be even better than it has been, although "some real activity" will be shown by coal interests trying to win back coal's lost markets, and gas is going to be "serious competition."

Mr. Spade said, "The immediate future looks pretty bright," while conceding that the home mortgage burdens of a large number of potential customers of his company make it impossible for most of them to switch to oil at the moment, although they'd like nothing better. They are the owners of new or relatively new homes hit by a gas rate increase they hadn't counted on when they bought their properties.

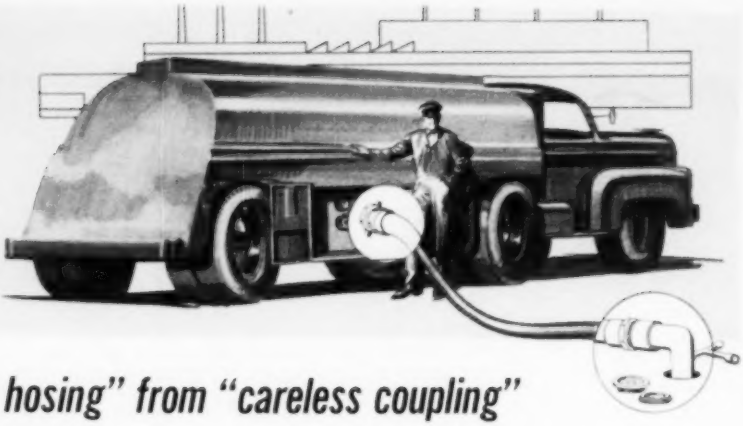
Mr. Wells confined his optimism to observations showing that oil undoubtedly will continue to have price advantage in New England. But Mr. Wells has held to this optimism for months, consistently contending that gas cannot, for numerous practical reasons, deliver the "industrial boon" and "savings for the people" promised by interests plumping for gas.

• • •

What underlies this variously expressed optimism?

The major company's general sales manager talks salesmanship, its do's and don'ts. Since when, Mr. Hochuli asked in effect, has the oil man done

be SAFE *and* be SURE



Don't "take a hosing" from "careless coupling"

Only with *factory-applied* hose couplings can you be sure of a *positive* static connection.

Only with SCOVILL couplings can you get the *longest* hose life.

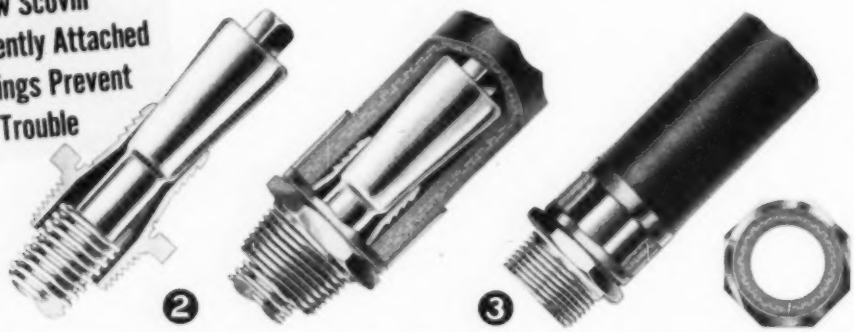
The exclusive Scovill design gives a firm but gentle compression over a *broader* area—more "grip" without injuring the hose. Its flex life is greatly lengthened—after 7,000,000 "flexes" in a recent test, the hose showed no sign of failure.

Scovill's lock-on ferrule becomes an integral part of the coupling, making a seal that is completely gas-tight. A wide range of ferrule sizes provides uniform assemblies regardless of commercial variances in wall thickness.

So when you order hose, specify machine-applied Scovill 520-H Couplings, the permanent couplings of two-piece design, lighter for easier handling, machined from solid brass forgings for greatest strength.

Write us for Bulletin 520-H. Scovill Manufacturing Company, Merchandise Division, 81 Mill Street, Waterbury, Connecticut.

How Scovill Permanently Attached Couplings Prevent Trouble



1. Punch is first inserted into coupling.
2. Hose with ferrule attached is pushed over punch and onto coupling shank (Coupling parts are machined from solid brass for greatest strength.)
3. Punch expands flow tube, forcing metal serrations into hose. ID of coupling is now same as nominal ID of hose, providing rigid, uniform, full flow area.

TRIPLE TESTING PROVES SCOVILL DEPENDABILITY

PRESSURE test proves Scovill coupling holds beyond bursting pressure of hose.

FLEXING test proves Scovill coupling does not weaken hose.

PULL test proves Scovill coupling holds beyond tensile strength of hose.

SCOVILL TRIPLE-TESTED *Couplings*

GIVE MAXIMUM FLOW, SAFETY AND HOSE LIFE

A PRODUCT OF SCOVILL

anything about competition except turn it to his own advantage?

* * *

Mr. Spade is still in the oil business in Westchester County, N. Y., although gas "did a good job of merchandising automatic heat," starting with the "carriage trade," getting breaks denied oil during the war, "subsidizing" plumbers, heating contractors, architects—"everybody connected with new home building."

Mr. Spade declares from bitter experience that gas, given half a chance, can and will promote itself on glamor, if not price, to the point where the public is over-sold on it and ruing the fact. But he has a plan. His company's forthcoming advertising will feature testimonials from homeowners who have switched from gas to oil, contrasting their earlier and later fuel bills.

* * *

Mr. Wells has done some figuring. He finds a relative big economy for the consumer in No. 2 fuel at the current Boston tank wagon maximum of 11c per gal., and the "high maximum" for No. 6 of $2.50 per bbl. To beat that, New England gas utility companies will have to reduce their present rates by 35% to 50%, Mr. Wells calculates.

He has yet to find a single gas utility in all New England which is willing to pledge itself publicly to such a reduction. In fact, he says gas propaganda now has turned to advising that an "early" rate reduction may not prove possible.

Also, he finds evidence that rival gas interests would consider sharing the New England consumption load. This suggests to him that "there is question whether any transmission company can guarantee a permanent and adequate supply" of gas.

The "realistic" basis of competition between gas and oil in New England, Mr. Wells declares, "will be how much we spend to promote our case vs. how much gas expends to promote its case."

And he suggests that oil heating men might want to entertain the idea of a common war chest made up by voluntary assessments of .01c per gal. of domestic fuels, 0.1c per bbl. of residual, and $2 per burner sold.

These three men bespeak what seems to be a rather widespread conclusion—the conclusion that the only real danger confronting the oil heating operator is the danger that he will let the gas man out-sell him before the new gas competition arrives.

And they have some ideas for taking care of that eventuality.

Mr. Castle

MIDWEST—By Leonard Castle

Merchandise Awards Given Nod Over Cash as Spurs to Selling

Sentiment as to whether oil companies should give merchandise awards or cash bonuses as prizes in sales contests seems to lean heavily toward merchandise. The question arose when Filmite Oil Corp. of Milwaukee, manufacturers and marketers of industrial oils and greases, revealed details of its new prize incentive contest called "The 1950 Sweepstakes."

Several sales managers of Independents and majors agree with L. F. Paape, president of Filmite, that merchandise has more pulling power in stimulating salesmen to greater efforts than does cash. Mr. Paape observes that "in former years, when we gave cash for any sort of a contest, too often the money was used for paying other types of bills, and the winning of a contest was soon forgotten."

"We find," Mr. Paape says, "that the prize items that the men are selecting are things that they perhaps would normally feel they could not afford, but they get them through this contest. Acceptance of the contest by both our men and their families has been very good."

The sales manager of a large Independent reports that his company prefers merchandise awards because they enlist the wife in the sales effort, and she is a most potent factor.

"When we start the contest we send the merchandise catalog to the wife," he explained. "Her husband may never see it. The prizes are listed according to the number of sales points required. She looks through the catalog, picks out what she wants, and then tells her husband what he must do to win it. In other words, she's on our side—she's always pushing him. She's the most important factor in the plan."

* * *

A major company marketing executive says that his company leaves it to the field staff whether prizes are given in cash or merchandise, but declares the consensus was that "merchandise has much more pulling power."

"When a man is working for something he might not otherwise buy, we believe he'll work harder," he says. "We also have found that the greater variety of prizes you can offer, the better the sales effort will be. It is better to give numerous smaller prizes than one big prize.

"Let's assume you decided to give a nice radio as a big prize. Some of the men already might have three or four radios, and the prospect of winning another wouldn't mean much to them. But they would be greatly interested if they had a chance of winning something valuable they already didn't own."

These conclusions are confirmed by a sales promotion manager of another major company who also emphasizes that a principal factor is getting the wife into the contest. When she decides she wants a specific article that her husband could win "we have another salesman on our force, and a very potent salesman at that."

* * *

For its contest, the Filmite Oil Corp. prepared a mimeograph sheet of colored paper, 8.5 by 11 inches, showing a series of race horses across the top and the words "1950 Sweepstakes" below the pictures. Beneath that is a tabulation form containing spaces for listing the contest figures.

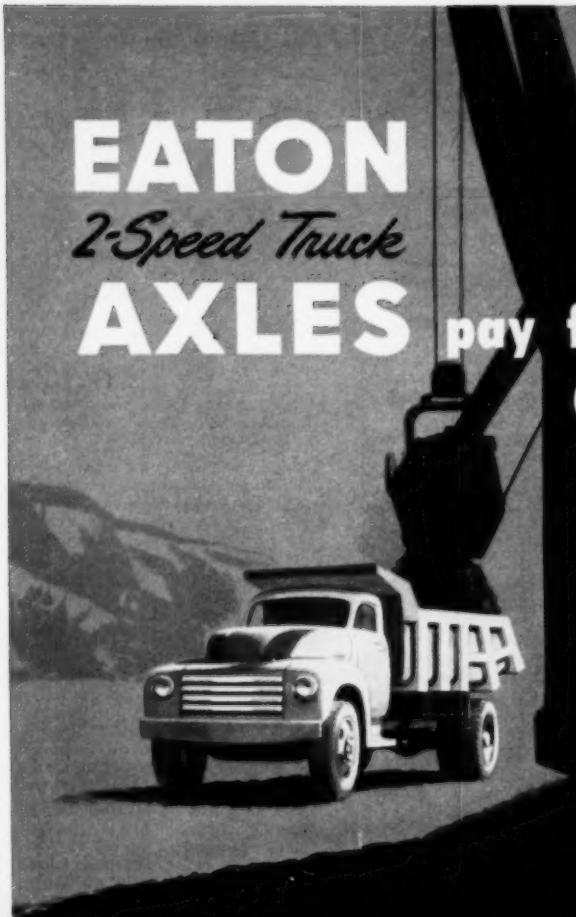
The form shows a tabulation of what the salesman has accumulated in total winnings, together with his winnings for the particular month. The bulletins are mailed out every Monday and the company also sends out a bulletin listing the total for the previous month.

"The object of sending them out each Monday is to keep urging the men along and showing them where they stand from week to week," Mr. Paape explained. "The items that we have in the contest are seven of our most profitable products, and each one of these has a quota to be made during that month.

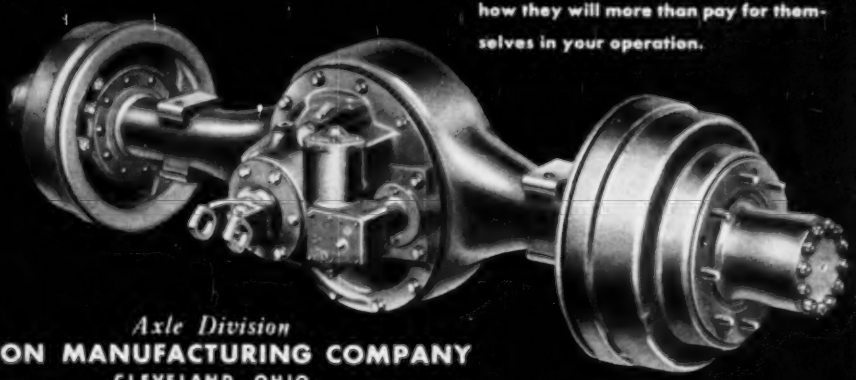
"This quota was based on the previous year's sales, plus a 4% increase, which is the year's quota figure. In other words, the quota for 1950 is 104% of the man's actual sales during 1949. If the salesman did not make his quota on that item last year in the contest, we take last year's quota figure and use it as 100% and add 4% to that."

In addition to the points won in the contest, the high salesman for the month is paid 1,000 points, equivalent to $10. The company also pays a small bonus of 250 points to each man who collects more than 50% of his past due accounts as of the first of the month.

EATON *2-Speed Truck* AXLES pay for Themselves Over and Over



Eaton 2-Speed Axles give your trucks added utility, improved performance, faster operating speed, more pulling power. They effect important savings in operating and maintenance costs. Eaton 2-Speed Axles provide the right gear ratio for road and load conditions. They permit engines to run in the most efficient and economical speed range, reduce stress and wear on vital vehicle parts and actually make trucks last longer. Eaton 2-Speed Truck Axles are available for most trucks of the 1 ½-ton class and larger. Ask your truck dealer how they will more than pay for themselves in your operation.



Axle Division
EATON MANUFACTURING COMPANY
CLEVELAND, OHIO

EATON PRODUCTS: SODIUM COOLED, POPPET, AND FREE VALVES • TAPPETS • HYDRAULIC VALVE LIFTERS • VALVE SEAT INSERTS • ROTOR PUMPS • MOTOR TRUCK AXLES • PERMANENT MOLD GRAY IRON CASTINGS • HEATER-DEFROSTER UNITS • SNAP RINGS • SPRINGTITES SPRING WASHERS • COLD DRAWN STEEL • STAMPINGS • LEAF AND COIL SPRINGS • DYNAMATIC DRIVES, BRAKES, DYNAMOMETERS

Mr. Breese

PACIFIC COAST—By Frank Breese

Fingers Crossed on West Coast Residual Shipments to East

Nine months ago, West Coast oil companies began shipping heavy fuel oil to the Eastern seaboard to relieve the mounting local surplus. Since then over 15 million bbls. have been delivered.

Now the question is whether this market is going to hold up through the summer. To date the shipments have been steady, and there are still orders to fill in the East. When the market first opened last autumn, it was believed that business would last through the winter or into early spring; and that would be it.

The California companies collect about a third less for heavy fuel oil in the East than they do in the West at around $1.25 per bbl., compared to the 70 to 80c per bbl. received back East, after shipping costs. Even though the rate is considerably lower, oilmen don't regard it as a loss. For them, a growing surplus is an economic bugaboo. It means that a lot of working capital is tied up and that the price structure is threatened.

With curtailed production, a fair balance has been temporarily achieved between supply and demand. Withdrawals for Eastern shipments, now running at about 60,000 b/d, give demand a slight edge over supply.

So, the unexpected business in the East has been a real boon. Although oil men feel they have already sold more heavy fuel than originally estimated and that the market may disappear, they have their fingers crossed with the hope that it may become a permanent outlet.

* * *

A state-wide service station dealers' association is in its preliminary stages.

At a recent meeting in San Francisco, representatives of various dealer groups from northern and southern California discussed the possibility of organizing an over-all group to be known as the Federation of California Service Stations Dealers Associations. Another discussion is scheduled for later this month in Paso Robles, Calif.

Two main jobs would be done by the proposed state federation. One would be to work out legislation that will protect the dealers' margin of profit. Another would be to develop a public relations program to strengthen the dealers' position as individual businessmen and at the same time combat the threats to their conventional stations from self-service stations.

Once organized, the group would make protective legislation its big goal. First, they plan to analyze the laws of other states, particularly Michigan. Since the state legislature won't convene again until next January, the dealers have plenty of time to organize their association and legislative campaign.

While the arguments in favor of an organization are strong, the difficulties of actually setting it up are great. Its strength, of course, depends on genuine representation, i.e. membership. From the experience of organizing dealer groups in Los Angeles Basin, officials realize that dealers aren't ready joiners.

* * *

Addition of 12 more Shell lessees to the antitrust complaint filed against Shell Oil Co. has focused considerable attention on the case at the service station level.

Last week's action doesn't change the basic situation caused over a month ago when Raymond L. and Lauretta Anna Mary Myers, lessees of Montebello (Greater Los Angeles), filed a treble damage suit against Shell charging price discrimination and monopolistic practices in violation of the Sherman and Clayton antitrust laws.

At that time, the suit brought public attention to some of the measures allegedly employed by supplier companies in compensating dealers for losses sustained in the price war. Since companies have been compensating dealers on the basis of neighborhood conditions, there has not been any uniform system or measure. Therefore, the action by Mr. and Mrs. Myers was a rallying point for a number of dissatisfied dealers.

William P. Camusi of the Los Angeles law firm of Martin, Hahn and Camusi, handling the Myers' complaint, was besieged by lessees seeking information. The question was whether a series of individual complaints should be filed, whether everyone should await the outcome of the Myers' case, or whether the dealers willing to engage in litigation should act together.

It was decided that by consolidating their grievances into a joint effort the lessees could make a more effective case at less cost.

This week there was still no indication when a hearing would be set.

* * *

In the community of Blythe, in southern California, a city ordinance drastically limiting the capacity of tank trucks which deliver to service stations has been repealed by a vote of 186 to 149 in a referendum election.

This development is considered significant because the ordinance, in effect since last autumn, was the only one of its kind in southern California. In recent months, some major companies have used large-capacity tank truck and trailer combinations to service filling stations, thus eliminating need for bulk plant facilities. Movements were launched in some communities to curb the capacity of tank trucks delivering within city and town limits, thereby hampering the by-passing method.

The action in Blythe may discourage capacity-limit initiatives elsewhere.

* * *

A highly personalized direct mail campaign for dealers has been prepared by Union Oil which will share the cost.

The mailing pieces will be cards 5 by 7 inches in size. Each will carry the dealer's photograph and a drawing pin-pointing the location. From the total of 11 different cards being prepared, the dealer will be able to select six. The first is an introductory card about service, while the 10 others are divided between products and services. The program includes six mailings of 200 pieces each and will cost $37.50.

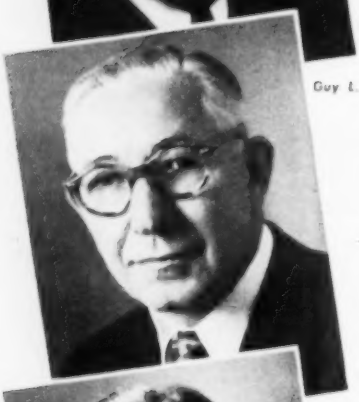
As planned, the first three pieces will be sent out two weeks apart, and the remainder at intervals of one month. Union Oil officials believe the impact will be greater if the first few mailings are concentrated in a short period.

Dealers may provide their own lists, or the company will choose one including 200 names within any area designated by the dealer. Cost of the program will be broken up: $25 at the time of the first mailing and $12.50 45 days later.

In recommending the program to dealers, Union Oil commented in the house organ, *The Minute Man*,—"Direct mail has been proved to be the most effective means of advertising your business. The program being offered should be particularly effective, because it comes close to being as personal as a handwritten letter."

Four OIIC Vice Chairmen Are Leaders In Campaign to Tell Public Oil's Story

Guy L. Tate



W. J. Gerwe

Philip C. Humphrey

Stanton K. Smith

High on the board of strategy of the Oil Industry Information Committee are the four vice chairmen—Guy L. Tate, W. J. Gerwe, Philip C. Humphrey, Stanton K. Smith.

• • •

MR. TATE is a director and vice president in charge of marketing of Magnolia Petroleum Co. He began with the company in 1911 as a clerk in the oil run department, and advanced through various accounting positions with Magnolia Petroleum and Magnolia Pipe Line Co. to a seat on the board of directors in 1946. A native of Texas he is OIIC district chairman for the Southwest, a Mason, and holds memberships in the Dallas Petroleum Club and the Downtown Club.

MR. GERWE, manager of distributor sales for Socony-Vacuum in Chicago, is OIIC district chairman for the Great Lakes District. He joined the Vacuum Oil Co. in the credit department in 1918, and during the years since that time has been engaged primarily in selling and merchandising in the Midwest. Following the merger of Vacuum Oil and Socony's Wadhams Division, he went from Milwaukee to Chicago as manager of the automotive department.

A member of Chicago Oil Men's Club, Mr. Gerwe has been active in many community and war fund drives and has supported United China Relief, bond sales and other civic enterprises.

MR. HUMPHREY, an OIIC member since 1947, is manager of The Texas Co.'s public relations department. His background has been in journalism. Following graduation from Columbia University School of Journalism, he did free-lance writing and worked as a correspondent for the British United Press, Australian Press Assn. and the *Montreal Daily Star*.

Joining Texaco as a rewrite man on *The Texaco Star*, he became assistant director of company publications in 1930, and editor of company publications the year following. He became manager of the public relations department in 1942.

Born in Springfield, Mass., he makes his home in Rye, N. Y.

MR. SMITH, president of Smith Oil & Refining Co., Rockford, Ill., is a former chairman of the OIIC Rural Information Subcommittee and is also a member of American Petroleum Institute's marketing committee. He serves as vice president of both Hawkeye Oil Co., Cedar Rapids, Iowa, and Torstenson Oil Co., Davenport, Iowa, and is prominent in civic activities in Rockford. Among the numerous organizations with which he has been associated either as officer or member are Illinois Petroleum Marketers Assn., Rockford Memorial Hospital, Rockford College, Rockford Chamber of Commerce, Boy Scouts of America, Community Fund, Unitarian Church and Rotary Club.

NATIONAL PETROLEUM NEWS

VOLUME 42—Number 19 May 10, 1950

Oil Preparedness Is Best Ever Known in Peacetime

Voluntary Effort of 300 Industry Men Helping Military Get Ready to Fuel Possible Future War

By HERBERT A. YOCOM
Chief, NPN Washington Bureau

War, if it comes, will find the oil industry far better prepared than at any time in history to tackle the tremendous task of powering the attack.

It will not be due to sheer happenstance, either.

Rather, it will be the result of the voluntary effort of upwards of 300 oil men, who during the past three years have labored countless hours helping the military—the country—get ready for a day which some believe could come with almost any rising sun.

Thanks to that effort, the military and the industry today know pretty much what can be expected of each other on and after M-Day. Subject always that is, to the qualification that no enemy ever fights according to the plans we make.

Refiners Have a 'Ticket'

Pinpointing this advanced state of readiness is the not widely known fact that practically every refiner in the country with 2,500 b/d crude throughput capacity and over already has a little "ticket" telling him exactly what sort of military products and the quantity of same he should start making when Washington flashes the go ahead.

Painstaking inquiry by a group of industry experts into the ability of these refiners to make military products, or to supply blending components needed by others to insure required production, made possible the preparation and issuance of these "readiness" orders. There is nothing hard or fixed about them, in that they are subject to revision from time to time as conditions change, which it is hoped won't be so frequently as to cause a burden on the individual refiner. Moreover, another survey by this same industry group is now under way to expand coverage to include practically every unit in the refining branch regardless of size.

The story of how we organized and are planning to fuel the possible next war is one that began almost with the end of World War II, and which has been proceeding apace ever since March 29, 1947.

That was the date on which the then Secretary of the Interior, J. A. Krug, carved out of the membership of the National Petroleum Council and directly from the industry what is known as the Military Petroleum Advisory Board, thereby completing a tie up of the military with Interior's Oil and Gas Division.

Board Advises Military

The function of this board is exactly what its name implies: to furnish the military with the best possible industry advice on the manifold oil supply problems involved in preparing for and actually powering America's resistance to attack. Primarily this was to involve getting ready for the initial stages of a war, but there was to be also much looking down the longer road ahead when total mobilization, it was hoped, would enable the mounting of a full scale counter-offensive.

The primary task of the present is pretty well on the way to being accomplished. And in a very special way, too, out of recognition in high places that petroleum is one of only three commodities so vital to the successful waging of total war (the others are aircraft and electronic equipment) that it should be—must be—separated from the rest and treated individually.

How special is attested by the Munition Board's recently published Manual No. 40—1 on the Industrial Mobilization Program, which says:

"The reasons for selecting these commodities (oil, aircraft and electronic equipment) for individual treatment are: The special military importance attached to the end items involved in these three programs; the integrated nature of the industries involved; recognition of the high priority which these commodities will have in drawing upon the nation's resources; and the fact that because all three military departments are so deeply concerned with the use of these commodities that it is not feasible to assign procurement responsibility to any one department."

Thus the military aspects of industrial mobilization planning for all petroleum products and certain byproducts and derivatives have been since May, 1949 the sole responsibility of the Munitions Board, which functions through a Petroleum Committee comprised only of top brass and gold braid and with an officer of flag rank—Rear Adm. B. B. Biggs—as the operating head.

Oil Gets Better Standing

The Secretary of Defense, Louis Johnson, realizing the importance of oil, ordered the committee into being as the successor to the old Armed Services Petroleum Board. He was at the time engaged in whittling down or eliminating entirely various and sundry military agencies, but the oil setup not only escaped this house cleaning but was elevated in standing.

The secretary's order established the Petroleum Committee as the top military authority on oil. It was drawn so tight that today if any one of the three services wants anything that is made by a refinery it has got to clear through the Petroleum Committee, no ifs, ands or buts. It provided that the Petroleum Committee was to be the "central agency for the co-ordination of all policy and planning matters relating to petroleum . . ."

This means, of course, only the military side of the picture. Responsibility for planning for the nation as a whole, including the dovetailing of military with industrial and civilian requirements, is vested in the National Security Resources Board. In planning the military's requirements, however, the Petroleum Committee necessarily has been giving consideration to the probable needs of the civilian economy and endeavoring to cut its pattern accordingly. That is with the full consent of the National Security Resources Board out of recognition of the fact there will be a hiatus between a sudden outbreak

Three men who have contributed much to the co-operation between the military and the oil industry on preparedness for possible war. Left to right: Rear Adm. B. B. Biggs, chairman of the Munitions Board Petroleum Committee; A. P. Frame of Cities Service, vice chairman of the Military Petroleum Advisory Board; Bruce K. Brown of Pan-Am Southern, chairman of MPAB

of war and the time when, in accord with plans on which the National Security Resources Board is working, a civilian oil agency—probably another Petroleum Administration for War—could be set up and take over. Once that point is reached, the Petroleum Committee will step out of the picture except as a claimant for military petroleum requirements before the new PAW.

At that same point, too, it is contemplated that the widespread industry organization existing through the medium of the Military Petroleum Advisory Board (MPAB) would furnish the skilled nucleus of the government-industry war-oil setup that thereafter would run the show.

Much Better Understanding

So on two counts at least the U. S. today is far and away ahead of where it stood with respect to oil at the outbreak of the last war:

1. There is virtually complete understanding between the military and industry as to what the former likely will require under varying sets of circumstances and how close the latter can come to filling the bill, assuming those same circumstances and assured the necessary materials and manpower. In contrast, World War II was nearly two years gone before anything like this was achieved.

2. Some 300 oil men have had up to three years training for the jobs they would be expected to take on when the call comes.

(These 300 men, incidentally, are in addition to the several hundred others from industry who are active in the military's Affiliated Reserve Program for oil, designed to make 66 trained technical service units available for immediate call to actual military duty in the event of an emergency. The status of this latter program was described in the April 12 NPN, on page 34).

Little has ever been said or published concerning the problems with which the top drawer 20-member MPAB has been wrestling at the PC's request during these three years. That is so, necessarily, because they involve basic military strategy.

Many Subjects Covered

It can, however, be related that they have covered such a variety of subjects as:

The probable maximum rate at which U. S. oil fields can be made to produce, by what means and for how long, plus the industry's requirements in terms of materials and manpower;

The nature and variety of liquid hydrocarbons obtainable to produce the maximum of certain type products;

What would it take to produce liquid fuels synthetically in quantity and whether this would be practical;

The Western Hemisphere's total hydrocarbon balance, including the new factor of an apparently vast Canadian potential;

The ability of the refining branch to shift yields, the limitations respecting same and the cost in terms of steel, manpower and dollars;

What is the minimum below which civilian consumption could not be reduced without impairing a major war effort;

Should there be advance stockpiling of military products and, if so, what products and in what quantity, etc, etc, etc almost without end.

Some of these studies have been completed in the sense that MPAB has handed in reports thereon. With but one or two exceptions, however, none has been finished in the sense that it is not subject to continuing reconsideration and revisions.

Admiral Biggs explains the reason in a nutshell:

"There is no such animal (he says) as a good static plan. Any plan to be worth a damn must be as dynamic as the events which make such plans necessary."

So MPAB and the military, in these three years, have been exploring up and down the same old streets time and time again, seeking in that way, the admiral adds, to locate and identify the open manholes and thereby reduce the percentage of dropping into them at a crucial moment.

The information which has been gathered and assimilated in this fashion, according to Admiral Biggs, is of simply incalculable value. Indeed, he has been informed by one individual that facts and figures turned over to the military at just MPAB's last two-day meeting could not have been assembled from other sources in less than a year's time and without the labor of a thousand men. When it is remembered that MPAB has missed only one quarterly meeting in 36 months, the saving in money alone to the government must be sizable, because it is getting the help of these industry experts free of charge.

Helps the Industry, Too

This industry co-operation with the military works as surely to the industry's advantage as to that of the services. Every time the MPAB tells the Petroleum Committee (PC) that, yes, the industry can do this or that job but that the doing will require such and such materials, that knowledge is communicated to the Munitions Board Material Resources Division which then tries to work those requirements into the total military picture.

Two examples of what this means are:

1. The fact that, as of today, facilities for the manufacture of petroleum refinery machinery and equipment and of oil field producing equipment are on a preferred MB list of plants which cannot be planned for conversion to the manufacture of other products or materials.

2. The fact that the Material Resources Division is kept continuously informed of the special materials, chemicals, etc., needed by the industry to meet production goals scheduled by the PC. These then may be and frequently are covered by the division under a priorities system designed to direct the flow of materials, services and components to meet initial military requirements between the outset of an emergency and the time a national wartime control agency can start functioning.

Manpower Needs Clearer

There also exists a much keener awareness than prevailed heretofore among the government planners—both at MB and NSRB—of what the

industry's needs in terms of manpower will be if it is to do the job expected of it. Credit for this belongs in part to MPAB, from its continuing contacts with the Pentagon, and in part to the National Petroleum Council, whose survey of oil industry personnel, the time required to train replacements, etc, is being used as a guide in framing manpower draft policies.

Few people in the industry probably are really aware of the extensive industry organization which has been built up around the MPAB as the main point of contact with the military, or how this organization functions.

Brown, Frame Head Board

The board itself is headed by Bruce K. Brown, president of Pan-American Southern Corp. who in World War II served with PAW as a deputy coordinator. The vice chairman is A. P. Frame, vice president of Petroleum Advisers, Inc., (Cities Service) also a PAW veteran (director of refining). Other board members are:

Paul G. Benedum, President of Hiawatha Oil and Gas Co.; Reid Brazell, President of Leonard Refineries, Inc.; T. E. Buchanan, general manager, marine department of The Texas Co.; Stewart P. Coleman, director, Standard (New Jersey); E. L. DeGolyer of DeGolyer & MacNaughton; J. Terry Duce, vice president, Arabian-American; J. L. Hamon of Cox and Hamon; Harry A. Hassan, vice president, Sinclair Refining; D. B. Hodges, vice president, Shell; W. M. Holaday, director, Socony-Vacuum Laboratories; B. L. Majewski, vice president, Deep Rock; J. Howard Marshall, president, Ashland Oil and Refining; R. L. Minckler, president, General Petroleum; J. R. Parten, president, Woodley Petroleum Co.; E. E. Pyles, assistant general manager, Jergins Oil Co.; A. C. Rubel, vice president, Union Oil of California; George A. Wilson, president, Interstate Natural Gas Co., and George A. Davidson, vice president, California Standard.

Immediately below the board are six MPAB associates: Alexander H. Chapman, Aramco; Jerry Cogan, Jersey Standard; C. B. Gale, Pan-American Petroleum & Transport; J. H. Murrell, DeGolyer & MacNaughton; R. N. Sears, Phillips, and A. J. McIntosh, Socony-Vacuum.

Back of these are five staff assistants: T. L. Appohn, Socony-Vacuum; W. T. Cravens, Petroleum Advisers; O. H. Fuchs, Pan-Am Southern; Basil Lucas, Hiawatha Oil and Gas, and L. R. Goldsmith, Shell.

Panels Handle Special Problems

Problems tossed to the MPAB are funneled generally by it to one of six panels into which the board has divided—to the production panel, of which A. C. Rubel is chairman; to refining, headed by A. P. Frame; to transportation, headed by D. B. Hodges, or to either the program or the requirements panel, both of which are headed by S. P. Coleman.

And from the panels in turn these flow out to either special industry committees appointed from time to time to tackle some unusual problem, as in the case of some special aviation fuel, or to any one or all standing committees organized in each of the five former PAW districts along the functional lines of production, refining and transportation.

Washington and the industry, too, think that this top-to-bottom setup is something that will more than pay off when and if the big moment arrives.

South Carolina Oil Price Control, Tax Hike Again Loom after Gasoline Postings Rise

Threat of state control of oil prices was revived in South Carolina this week.

Following recent gasoline price increases in the state, the South Carolina legislature is again considering two bills previously considered dead which would:

1. Place control of oil prices under the Public Service Commission.

2. Add 1c to present state 6c per gal. gasoline tax.

Investigation Planned

Already before the State Senate is a joint resolution calling for appointment of a committee of three senators and three representatives to make "a careful and thorough investigation of all petroleum oil and gasoline prices in South Carolina, both wholesale and retail" to determine whether oil companies have violated antitrust laws, Fair Practices Act, Federal Trade Commission regulations "or have violated any other laws or regulations."

The legislature is expected to adopt the joint resolution this week.

The resolution says that the legislature earlier rejected gasoline tax increase bill "in its desire not to raise the living cost of the people of South Carolina" and "at the risk of curtailing the excellent and necessary work being done by the State Highway Department."

It points out that "almost immediately" after the proposed gasoline tax boost was rejected, "the wholesale dealers in gasoline in South Carolina increased the sale price of this commodity in an amount approximately the same as that of the rejected gasoline tax." Wholesale gasoline price advance averaged about 0.7c per gal.

Profits Called Excessive

The measure asserts that "it appears that this price increase, which nullifies the action of the General Assembly, is without justification and a pernicious move to appropriate to these corporations profits far in excess of a just and fair return."

If adopted, the resolution will empower a joint committee to "issue warrants for any violation of state or federal laws for such corporation officials as the evidence might indicate to be guilty" after consultation with state attorney general, and to make recommendations to legislature "as to the feasibility of placing the operations of these companies and corporations under the Public Service Commission of this state under the laws regulating public utilities."

The measure calls for appropriation of $5,000 to defray investigation expenses.

W. L. Heinz, secretary of South Carolina Oil Jobbers Assn., blamed "most untimely" gasoline price increase for "stirring up" legislature at a time when it was believed danger of passage of legislation that would have adverse effect on jobbers had passed.

Cleveland to Continue Open Bidding on Lubes

CLEVELAND — Ordinance introduced by Mayor Thomas A. Burke to give a six-month test contract for motor oils and flushing compounds to Standard Oil of Ohio for about $9,000 on an uncompetitive basis was tabled by City Council this week. Service Director Samuel David told NPN the city would continue its motor oil supply contracts on a competitive bid basis.

Mayor Burke submitted the noncompetitive bid ordinance after his own car broke down. At that time he charged the city was paying for a good grade of oil but was receiving cheap oils.

Proposed ordinance drew protest of oil company representatives when it came up for hearings before City Council's Finance Committee (see NPN April 26, p. 28). Consensus of oil company lube men was that lubricating troubles experienced with city vehicles and mayor's car could not be attributed to motor oil, and city was urged to tighten up its maintenance program and reduce crankcase drain periods below its present 3,000-mile level.

No Slack in OWIU Labor Demands For Its 'Best Paid' Oil Workers

NPN News Bureau

The Oil Workers International Union (CIO) is telling its members they are better paid than workers in any other major industry, while a sizable segment of the OWIU membership continues idle in differences with The Texas Co. over other issues.

"Oil workers make better pay and have secured larger wage increases than workers in any other major industry since the end of the war," says an OWIU publication.

The union backs this statement up with a chart based on U. S. Labor Department Bureau of Labor Statistics figures.

The figures show present average straight-time hourly rates and the increase in straight-time hourly rates for oil workers in the 1946-49 period, compared with those in four other industries, as follows:

	Present Straight Time Hourly Rates	Increase in Straight Time Hourly Rates 1946-1949
Oil worker	$1.84	54c
Tire worker	1.73	51
Auto worker	1.67	45
Steel worker	1.61	47
Electrical worker	1.41	40

Unabated, however, is OWIU's struggle with Texaco. The union countered the company's $500,000 damage suit over the idleness at its Port Neches, Tex., plant with a $2,000,000 suit last week, alleging lockout and asking dismissal of the company suit. Damages also were asked for employes for wages lost.

Texaco's Lawrenceville, Ill., refinery was reported "still on stream," although operated only by supervisory and technical personnel.

Unemployment compensation claims of 700 OWIU members at Texaco's Lockport, Ill., plant were denied by the Illinois unemployment compensation division. Samuel C. Bernstein, division commissioner, rejected OWIU argument that workers were locked out.

Other struck Texaco plants are at Port Arthur, Tex., and Casper, Wyo.

There were these other developments on the oil labor front:

An estimated one-third of employes who left their jobs at Quaker State Oil Refining Corp.'s Emlenton, Pa., refinery seven weeks before, went back to work through a heavy picket line. Company, while not negotiating with OWIU, stood ready to resume "talks at any time," said Guy B. Hunter, Quaker State vice president.

National Labor Relations Board acted in a number of oil cases. It ruled that:

1. Sun Oil Co. at Detroit, Mich., had engaged in unfair labor practices in relation to the former Sun Oil Co. Drivers, Warehouse and Maintenance Employes Assn.

2. Temporary employes hired for periods varying from 30 to 90 days with no prospect of permanent employment do not have a sufficient interest in the selection of a bargaining representative to entitle them to vote in balloting on a representative. This decision was in a case involving Continental Oil Co., Billings, Mont., and the United Assn. of Journeymen and Apprentices of the Plumbing and Pipefitting Industry of the U. S. and Canada (AFL) Local 30.

3. A Unit of the International Teamsters, Truck Drivers and Helpers (AFL) Local 355, limited to employes of Socony-Vacuum's Baltimore plant, constitutes an appropriate bargaining unit. The company had contended that all employes of its Southeastern District constitute an appropriate unit.

In other actions, NLRB directed an election at Martin Oil Co., Inc., Marion, Ill., on a bargaining representative for employes of two Martin service stations, with only one union listed on the ballot—the Automotive, Petroleum and Allied Trades, Local 971, affiliated with International Teamsters (AFL); certified the OWIU as agent for employes of Sinclair Refining Co. at Waco, Tex., and certified United Steelworkers (CIO) as agent of production and maintenance employes of Oil Well Supply Co., Kansas City.

'Low' Rail Rates Canceled

WASHINGTON — Interstate Commerce Commission has cancelled proposed rail rates in southern and southeastern states which, in general, would have been about 1.3c per 100 lbs. lower than existing truck rates.

Cancellation of the rates, for hauling carload lots of oil and oil products for distances up to 200 miles, came after bitter protest from truckers, including National Tank Truck Carriers, Inc. Latter had claimed the proposed rail rates bore no relationship to cost factors.

Tank truckers said now-cancelled rail rates involved 6,000 new schedules from 81 points of origin over more than 15,000 routings in 10 southern states.

ICC decision was a split 2-1 ruling by the Commission's Division No. 3. Case is now closed unless railroads seek—and are given permission to appeal case to full 11-member board of commissioners.

In handing down its decision, ICC's Division No. 3 commented:

"The evidence before us indicates that for distances up to about 50 miles motor transportation of petroleum has an inherent cost advantage, but that for greater distances the rail carrier is the low-cost agency. The proposed rail rates for distances below 65 miles appear to be only slightly higher, if any, than an out-of-pocket cost basis, and in our judgment are less than minimum reasonable rates. . . ."

Industry to Promote Oil At 1950 Chicago Fair

CHICAGO—A "Petroleum Service Center" at the Chicago Fair of 1950, which opens June 14 on the lakeshore site of the former Railroad Fair, will be sponsored by nine companies and five organizations in the oil industry.

Chek-Chart Corp. President Ray Shaw is general chairman of oil industry's special exhibit committee.

Companies taking part are Deep Rock, Ethyl, Phillips, Pure, The Texas Co., Shell, Sinclair, Socony-Vacuum and Indiana Standard. Co-sponsors are Chicago Oil Men's Club, Gasoline Jobbers Assn. of Chicago, Illinois and Chicago Industry Information Committees and Gasoline Retailers Assn. of Metropolitan Chicago.

The service center will be equipped with lounge and restrooms, travel center and picnic grounds. Motion pictures telling of oil's progress will be shown in a small theater.

Hit Co-op Tax Favors

DENVER—A resolution urging Congress to amend present laws or adopt new measures to correct tax advantages of co-operative organizations that result in "unfair discrimination in the marketing of petroleum products," was approved by National Dixie Distributors, Inc., at its annual meeting May 5-6.

Another resolution adopted asked that a bill be passed providing for exemption of federal income tax on the first $25,000 of net corporate income and elimination of the so-called "notch tax."

Death

Milton Hall Eames, former assistant secretary of Jersey Standard, who retired in 1944, died May 4 at his home in Leonia, N. J. Mr. Eames started with Standard Oil as an office boy, and was named assistant secretary in 1913. He was a director of Standard Oil Co. of Brazil, and secretary of Creole Petroleum Corp., Standard Oil Development Co., and what is now Esso Standard.

Coal Pressure Against Imports Stepped Up As Lawmaker Charges Oil Company 'Greed'

NPN News Bureau

WASHINGTON—The turbulent and long-running controversy over oil imports reached a new crescendo this week.

Topping the charges and counter charges was a blast on Capitol Hill by Senator Matthew Neely (D., W. Va.), a coal state man, who leveled his heaviest oratorical howitzers on oil importing companies.

"The American coal miners, railroad men and oil refinery workers," declared the West Virginian, "are being sacrificed on the altar of six greedy, giant profit-hungry importing companies."

On the other side of the fence was a statement by a Boston banker to a gathering in Washington of the entire New England congressional delegation. The banker, Joseph A. Erickson, president of the Federal Reserve Bank of Boston, castigated as a "special interest" move the attempts by coal and domestic oil producers to get a limitation placed upon shipments of foreign oil to this country.

Imports, asserted Mr. Erickson, have improved New England's "fuel cost position" and are "reasonably priced."

From the chief spokesman for independent oil producers — Russell Brown, general counsel for Independent Petroleum Assn. of America—came a prediction, meantime, that importing companies won't "stop short" of one million b/d of imports.

"If they don't cut back, the domestic industry will be in serious trouble by mid-summer," said Mr. Brown.

Sees Imports Decline

However, another spokesman for independent producers foresaw imports dropping off during the remainder of 1950. He was R. L. Force of Dallas, president of the Texas Independent Producers and Royalty Owners Assn., whose prediction was made following a recent trip to New York City, where he conferred with officials of Jersey Standard, Socony-Vacuum, and The Texas Co.

"They realize they have overstepped," declared Mr. Force. "I have every reason to believe they will express intentions to reduce imports considerably at the (Texas) Railroad Commission proration hearing on May 17."

On that date, the Texas Commission has requested reports on imports from the major companies.

Mr. Force said importers are "pretty alarmed" about the possibility of "federal fuel regulation, with coal and labor groups dominating the picture."

While the word-battle swirled faster, the Census Bureau reported an average of 885,000 b/d of imports during March, about 8,000 b/d under the all-time record established in January of this year but 180,000 b/d greater than the February rate.

Importers Comment

The presidents of two major importers—Eugene Holman of Jersey Standard and Sidney A. Swensrud of Gulf—also voiced opinions on imports.

Said Mr. Holman:

A relatively smaller volume of U.S. exports coupled with increased imports of foreign goods, generally, point the way towards the most "effective and sensible" solution of the "dollar-gap" problem plaguing other nations.

Declared Mr. Swensrud:

In the long run the U.S. will need substantial quantities of foreign crude oil as well as a sustained high level of domestic crude production.

On Capitol Hill, three Congressional Committees—The House Commerce Oil (Harris) Subcommittee, the House Small Business Oil (Keogh) Subcommittee, and the House Labor (Steed) Subcommittee on Imports—already are investigating imports and several other probes are proposed by legislators from the coal and oil producing states.

The Harris and Keogh Subcommittees are preparing reports on their investigations, whereas the Steed Subcommittee plans to begin public hearings soon on the effects of imports on employment in the coal and oil industries.

Additional investigations are asked by Senator Myers (D., Pa.), and Rep. Van Zandt (R., Pa.), among others. The former wants the Senate Interior (O'Mahoney) Committee to develop a proposed national fuels policy. Rep. Van Zandt proposes the same goal, but wants the study made by a Joint Congressional Committee, composed of members of the O'Mahoney Committee and the House Public Lands Committee.

Imports Roundup

Meanwhile, other developments in the imports picture included:

The White House, which has been delving deeper into the imports problem and the effect foreign oil is having on competing fuels, called on Interior Department to furnish latest figures bearing on the question.

Kuwait Oil Co., Ltd., during March produced an average of 311,555 b/d of crude, an increase of 43,289 b/d over the February rate, a Gulf report shows.

Anglo-Iranian Oil Co. reported Iranian crude production in March surpassed the previous month's all-time high by about 76,756 b/d, averaging about 706,514 b/d.

Foreign Crude Runs Rise

Foreign crude runs by U.S. refineries rose 129,000 b/d to 495,000 b/d during the week ended April 29, as compared with the preceding week, according to statistics issued by the American Petroleum Institute. API figures showed that the all-time high was reached during the week ended Dec. 24, 1949, when 544,000 b/d of foreign crude was included in U.S. refinery runs.

Esso Offers Dealers Third Grade Gasoline To Meet 'Cut Rates'

NEW YORK—Esso Standard is making available in four states a third grade gasoline to meet competition of multi-pump cut-price stations. Offered to dealers on request, under the brand name "Standard," the new gasoline is currently being sold through six Esso outlets—two in New Jersey, two in Arkansas, and one each in Virginia and Tennessee.

Tank wagon price for "Standard" posted at Esso's Linden, N. J., bulk plant is 13.3c per gal., 0.9c under its 14.2c per gal. price for regular-grade "Esso" (all ex taxes).

Private brand marketing on a "save so much" basis has boomed in the past few months, particularly in Trenton, N. J., around Linden and in northern New Jersey. Gulf has denied reports it is also marketing a third grade in northern New Jersey.

Dislike Texmass Loan

Executive Committee of Independent Petroleum Assn. of America went on record May 7 as opposing Reconstruction Finance Corp.'s projected $10,100,000 loan to Texmass Petroleum Co.

The committee opposed the Texmass loan in particular and all federal loans in general on the theory that "all oil properties worth financing can certainly and should be financed by private lending institutions rather than by the federal government." The Resolutions Committee was instructed to draft a resolution to that effect.

New Field Man to Help 'Streamline' North Carolina Jobber Operations

Full-Time to Advise Oil Men on Request; Plan Underway to Tell Lawmakers of Tax Ills

By ANDREW R. PATLA
NPN Staff Writer

SOUTHERN PINES, N. C.—The North Carolina Oil Jobbers Assn. has put into effect a "self-help" program which is believed to be unique among jobber groups.

A full-time "field man," Donald Ward, was hired on April 1 and is now in the middle of a two-month training program prior to beginning his jobber-assistance duties on June 1.

At the meeting of the North Carolina Jobbers, May 5-6, at Southern Pines, N. C., Executive Secretary W. A. (Will) Parker indicated that, although other jobber associations may have at times employed full-time people for solicitation work, etc., he believes this is the first instance where a jobber group has put a man to work whose only duties are to help streamline operations of association members.

Among other events highlighting the jobbers' spring meeting were:

1. Announcement of the details of a "working" grass-roots legislative program under which jobbers' tax problems are being emphasized to state legislature candidates before the May 27 primaries.

2. Jobbers' action in:

(a) Urging that the state purchasing agencies put escalating clauses in gasoline bid contracts to compensate for rising or falling market prices and enable Independent jobbers to participate more freely in such sales. Jobbers' complaint now is that present contracts provide only for downward price escalations, under which they are left "holding the bag" when market prices rise.

(b) Urging, also, that the state purchase, as soon as possible, its own gasoline dispensing facilities, so as to remove tendency to feel obligated to award gasoline contracts on state-wide basis to one major oil company which now lends equipment to the state.

Along this line, Attorney James Little, retained by the association, told the jobbers that the state was planning to install 10 new bulk stations—which might open the way for increased jobber sales to the state, since larger dumps and less delivery expense would then be permitted. Increasing number of jobber bids on state requirements in the jobbers' normal markets might result in future gasoline awards being made on a county, rather than state-wide, basis, Mr. Little added.

(c) Asking for a state law to require that reclaimed oil be labeled as such.

(d) Pledging unanimous support to the Oil Industry Information Committee's public relations program.

3. Support of jobbers' legislative program pledged by the association's Consignment Distributors Section. Col. Claude Bowers, The Texas Co. distributor of Warrenton and chairman of the group, said a legislative committee chairman would be appointed for the 20 districts into which jobbers had divided the state in carrying out their program at local levels.

4. Address by W. C. Burns, president of Hartol Petroleum Co., New York, who said that "one of the greatest mistakes" the oil industry is making is in spending too much time "convincing ourselves that we are great" instead of telling the industry story more and more to the public "who are the ones on whom we must depend to challenge further 'Fair Deal' encroachments on our free enterprise system."

5. Addresses by: O. Y. Kirkpatrick, chairman of OIIC's Southeastern District; J. F. Freeman of Pilot Life Insurance Co., who discussed group life and hospitalization; and A. G. Horrocks of Goodyear Tire and Rubber Co.'s public relations department.

3-Point Aid Plan

The jobber-aid program that Mr. Ward expects to put into action June 1 will include three basic fields: office forms, wage-hour legislation—who is covered and how to keep records, and jobber insurance—what can be done to secure lower premium rates.

In preparing himself to circulate throughout North Carolina and assist those jobbers who request it, Mr. Ward already has spent three weeks with association President Roby E. Taylor, Taylor Oil Co., Winston-Salem, and two weeks with jobbers in Greenboro—mainly Orris F. Dumas, Dumas-Gliddens Oil Co., association past president. His schedule now calls for him to spend a week with Secretary Parker at the association's Raleigh office and then to consult with representatives of the state's insurance and labor departments. Mr. Ward is a graduate of the University of North Carolina, where he majored in accounting.

The legislative program of the North Carolina jobbers probably is more intensive than anything ever attempted by a jobber group, Mr. Parker believes. Not only has the state been divided into 20 districts over which a chairman presides, but a chairman has also been appointed for each of the five or six counties in each district. During the past weeks, meetings were held in each of the districts and now Mr. Parker is preparing mailings to each district and county chairman, outlining suggestions for approaching candidates in primary elections.

Aim at Tax Repeal

Chief objectives in the jobbers' legislative program are repeal of the gasoline pump tax and the gasoline inspection tax. Jobbers declare that the pump tax, which ranges from $4 to $10 per pump per year, is purely a "nuisance" tax which no other state in the union condones. Should outright repeal of this tax not appear feasible, Mr. Parker said, the jobbers probably would compromise on legislation which would exempt the first 100 pumps from tax provisions.

The inspection tax of 0.25c per gallon, many jobbers believe, already has caused several wholesalers to stop handling gasoline entirely.

Public Education Lag

Expanding his warning that the oil industry is failing in its public relations job, Mr. Burns declared:

"Frankly, I do not foresee that nationalization of the oil industry in America will take place, and it is not my purpose to suggest that I have any such fear. I do suggest that if we continue along the present path, our people's philosophy of government will be more and more socialistic.

Charges against the oil industry, he added, 'already have been repeated by what we can only presume to be well-meaning (though I must admit that I sometimes wonder) but incompletely informed newspapermen and news anayists." As to the latter group, Mr. Burns asserted, "I refer primarily to apparent-enemies-of-the-oil-man who seem to have more influence in the White House than our total oil producing state delegations."

Similar attacks against private business in England, Mr. Burns pointed out, "were part of the softening-up process that preceded what they call 'nationalization,' but what we all know to be nothing more than socialization."

Mr. Burns outlined three organiza-

tions in which oil men can co-operate in coping with "this terrific drive on the petroleum section of our free enterprise system."

Three Sources of Help

1. The Oil Industry Information Committee, although it does not tackle the individual problems that are confronting us on every side, does "provide the background which is designed to obtain the confidence of the public and, consequently, the politician."

2. State jobber associations also "can help us fight off destructive regulation by federal, state and local governments."

3. The National Oil Jobbers Council has as its chief weapons resolutions and testimony before congressional committees. "The number and distribution of its membership command attention. Influence is also exerted through contacts with legislators and oil company executives."

"Let's all fight like hell for customers, but let's fight twice as hard for the right to fight for those customers," Mr. Burns concluded.

Supplier 'Discounts' Hit by Jobbers As They Protest By-Passing Tactics

By NPN Staff Writer

BEDFORD, Pa.—Pennsylvania jobbers are showing mounting resentment at suppliers who go after commercial accounts which jobbers are capable of handling.

They're getting vocal, too, on the subject of suppliers' discounts to peddlers and commission agents, insisting those too nearly approximate the spread of the jobber with his relatively much greater investment.

Both questions brought resolutions of protest from the Pennsylvania Petroleum Assn. in its spring convention here on May 2, as members characterized the practices as "by-passing of the jobber function."

In other actions, the Pennsylvania group:

1. Voted to support the National Oil Jobbers Council in its plan to establish a representative on legislative matters in Washington.

2. Decided to join forces with trucking and other groups combatting the campaign for trucking restrictions being conducted by railroad and coal interests.

3. Adopted a resolution urging repeal of federal excise taxes on lube oils and gasoline.

The problem of the supplier and the commercial account isn't new in their state, the jobbers conceded. Lately, however, they said, it has become aggravated by a new zeal some suppliers are displaying in signing up commercial accounts, and by high costs confronting jobbers trying to cut operating costs through plant improvements and purchases of new equipment.

Hits Abuse of Jobbers

Earlier, E. W. Endter, president of California Oil Co., reminded the meeting that "there are so-called 'advance thinkers' in government, as well as in some oil companies, who are unable to understand that the jobber function is important, economically sound and real, and not something which can be thrown overboard or abused."

He emphasized the importance to the jobber of operating "so efficiently that no one else can do the job cheaper or better."

Mr. Endter suggested:

"As long as an Independent distributor can serve his customer as cheaply as his supplier can, he need have no fear of losing his position in this or any other market."

It should, however, he said, be "a definite red flag to the Independent oil jobber" that "we are now in the period of over-supply," and "every large oil company is taking a second look at all operating expenses and is taking drastic steps to put its house in order."

"Profits for all are bound to diminish unless immediate sound economies are placed in effect," Mr. Endter declared.

Joseph Mader, assistant director of information of the API, deplored the "running to the government" encouraged by "the do-gooder, the muck raker, the self-seeker and the crackpot."

"There's no such thing as giving away a little freedom, because there's no end to that kind of sacrifice," he observed. "We might come back from the government with our hands full, but those hands will be tied."

Jobbers Told to Hop on Fuel Oil Bandwagon: Full Burner Service, Promotion Effort Urged

By NPN Staff Writer

BOSTON—Petroleum products distributors in New England, watching the approach of natural gas to their section, have the opinion of a major oil company's general sales manager that the fuel oil business is going to be so good that distributors not now handling the product should add fuel oil to their line.

Fuel oil is "a growing and expanding business . . . I urge you to get into it," the sales executive, Walter Hochuli of The Texas Co., told the Independent Oil Men's Assn. of New England last week.

Herbert M. Spade, general manager, oil heating division of E. Robison, Inc., Hartsdale, N. Y. told the same group he foresees a "bright" future if oil heating men will offer the consumer fully automatic heat, and will promote their cause vigorously.

By fully automatic heat, he explained, he meant "automatic" deliveries, fill warning signals, service contracts and burner parts.

Mr. Hochuli said "some real activity" can be expected from coal interests trying to put coal "back on its feet," and that gas will be "serious competition."

However, oil always has thived on competition, he reminded his audience, and, he declared, there is "no limit to people now burning coal who can be swung to oil . . . Tap that market," Mr. Hochuli suggested.

As to gas, he predicted:

"The worst that can happen is that you might be on an equal basis, although that will be the long-range picture."

Also, the fuel oil man might find it "advantageous to buy on the open market," he suggested, adding that the distributor should keep in close touch with his supplier, and go after even the business a hot water heater represents.

"Don't get volume-mad," he cautioned. "I'd rather be the best supplier. You can't get it all. Get the best account. If you can't make a profit on it, withdraw."

Mr. Hochuli advised also:

"Make a reasonably good plan—lay out a program for the next two years . . . get some good information.

"Do something for your customer and he'll do something for you. Do something for your supplier. He'll do something for you."

Joseph B. Wells, executive director of the New England Oil Men's Association, pointed out that oil now is in one of every three homes in New England, and, to add much to its market, will have to look to new home construction. Right there is where gas will make its biggest inroads, he suggested.

He suggested also that oil heating men may like to consider subscribing to a common fund for promoting oil. (For comment on remarks of speakers at the meeting see the Atlantic Coast column on p. 7 of this issue.)

Approve Pricing Bill

NASHVILLE, Tenn.—Unanimous endorsement of O'Mahoney Pricing Practices Bill (S. 1008) as written has been voted by board of directors of Tennessee Oil Men's Assn.

Better Oil Heat Selling and Service Urged to Beat Natural Gas Threat

Fuel Distributors Are Told Quality Burners, Public Relations Effort Are Industry Needs

By NPN Staff Writer

ASBURY PARK, N. J.—Fuel oil distributors need not fear gas competition if they concentrate individually and collectively on selling oil heat to the public, and give their customers the complete and satisfactory service which has made possible the fuel oil industry's growth in areas where gas is cheap. This was the theme of speeches and an open forum discussion at the 12th annual convention of Fuel Oil Distributors Assn. of New Jersey May 4-5.

L. E. Ulrope, vice president of Esso Standard Oil Co., emphasized the need to continually sell the industry to the public in order to overcome misunderstandings now in the public mind. He illustrated by pointing to the recent public criticism of gasoline price increases.

"People never consider taxes when they talk about high prices," he declared, adding that the tank wagon price for gasoline in New Jersey now is less than it was 20 years ago, after taxes are subtracted. People do not understand seasonal fluctuations in price, he said. They do not realize that crude oil is a multiple-product raw material, that the refiner cannot make just one product when he runs it through a still, and the cost of manufacturing must be borne by the product that will sell, he pointed out.

Mr. Ulrope urged distributors to give their customers the facts about the industry in order to create good opinion, and to improve their service to customers. The biggest single influence determining a customer's choice of distributor is service, he said, and next is preference for dealing with a local man.

Can Share Market

There is room for both oil and gas in the fuel business, because competition makes business, L. T. White, sales promotion manager of Petroleum Advisers, Inc. (Cities Service management advisory group) told the meeting.

He cited as an example Terminal Petroleum Co. at Buffalo, which, he said, built a 15 million-gal. per year fuel oil business in 15 years in an area that had had gas for half a century.

"Gas went to Washington, D. C., about 10 years ago, and more fuel oil is being sold there now than before. Gas came to Philadelphia a year ago, and fuel oil sales have risen there, also," Mr. White declared.

Oil usually has a price advantage over gas, he said, adding that in Baltimore gas cost has been calculated about one-third higher than fuel oil, and "in other areas it may run much higher." In addition, the gas customer will have to pay for his peak consumption (January-February) in two months, while the oil user can spread his cost over a year by storing oil in the summer.

"It will be a struggle not so much between fuels as between services, and the oil man can give just as good service as gas," he emphasized.

Answering questions from the floor during the open forum discussion on "Meeting Our New Competitor—Gas," Robert Gray, editor of *Fueloil & Oilheat*, who served as moderator, said he did not believe major oil companies would push gas at the expense of fuel oil, because their profits from fuel oil are substantially more than from gas.

How to Promote Oil Heat

John R. Sherwood, president, Sherwood Brothers, Baltimore, told how fuel oil distributors in Baltimore organized their own public relations activity to offset the gas company's free publicity and paid advertising in local newspapers.

Outdoor poster boards, truck bumper strips, and newspaper ads were used to tell the public that oil heat costs much less than natural gas, is automatic, quiet, clean and safe. Reprints of the newspaper ads were distributed to employes and customers by direct mail.

Asked what help distributors could expect from major companies in promoting oil heat, Mr. Sherwood said he did not think majors would be the motivating force in organizing local public relations programs. They would help, he said, but it is up to local distributors in each community to get their program started.

"If we can keep our existing customers firmly on our side, the selling power that they can exert is truly tremendous," Mr. Sherwood declared.

Personal Touch Needed

In pointing out the advantages that fuel oil distributors have over the gas companies, J. J. Mulvey, manager of the fuel oil department of Atlantic Refining Co., reminded the group that fuel oil men can personalize their service to a far greater extent than gas companies can. He pointed out that at first gas companies will not be able to take on unlimited numbers of new customers due to lack of line capacity. He also said distributors should not overlook rural areas.

Mr. Mulvey urged distributors to educate their personnel, especially drivers and salesmen, so that they can answer intelligently any questions as to why oil heat is preferable to gas.

Joseph Collins, general manager of the fuel oil and oil heating division of Frontier Oil & Refining Co., Buffalo, warned that oil burner ads claiming equipment to have so much higher efficiency than burners currently being used as to be perfect, are (1) misleading, (2) cause the public to distrust the oil industry, and (3) furnish gas equipment manufacturers with ammunition with which they can point up the westefulness of most oil burners in use.

A procedure that pays dividends is to require that oil burning equipment be in good condition before signing a fuel oil contract, Mr. Collins told the group.

Poor Burners—Bad Reputation

C. E. Lewis, Perfex Corp., said distributors should become quality and brand conscious and resolve to do a top installation job. In the rush to supply the immediate postwar demand, he said, "Burners were built like peas in a pod. Any motor, any transformer, any pump, any control was satisfactory as long as the parts appeared to be an oil burner when assembled. We caused the public to believe all oil burners were alike. None was any more efficient than another. As they were assembled, so they were installed. We built up many dissatisfied users that will be a handicap in the competitive sales battle ahead."

Working against better installations is "the practice of contractors and union labor to constantly increase job costs through building code restrictions, material restrictions, and licensing," Mr. Lewis declared.

R. H. MacKinney, of MacKinney Oil Co., Highland Park, N. J. urged distributors not to delay their campaign to promote oil heat. "It is what we do now, and in the immediate years ahead, that will determine the future of the fuel oil business. It will again probably amount to a survival of the strong and determined men of our industry, both big and small," he declared.

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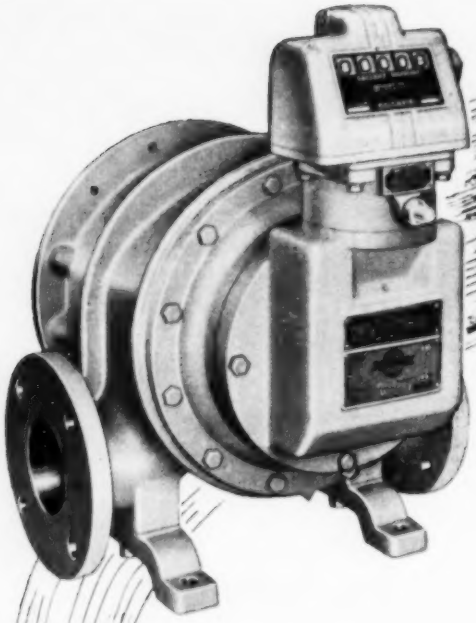

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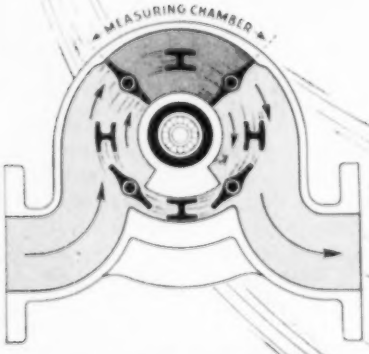

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Editorially Speaking

Oil Men of Other States Get Encouragement from Industry Fight Against Politicians in Missouri

OIL men of Missouri did not back down in their fight against a gasoline tax increase (from 2c to 4c) in their state even though the increase was endorsed by President Truman and the higher tax boys were personally led by the governor, who waged one of the bitterest, dirtiest campaigns ever conducted for a higher tax. The oil men and their allies lost in the state legislature, but carried the battle to the people of Missouri and won a referendum almost 3 to 1.

Their victory should be a substantial encouragement for oil men fighting similar battles in other states. It should be especially so in Nebraska, where Gov. Val Peterson is at least matching Gov. Forrest Smith of Missouri in vicious and unfair attacks on the oil industry.

Governor Peterson is trying to make the people of Nebraska believe that the oil industry alone is opposing his proposed 1c gasoline tax increase (from 5c to 6c), on which a referendum will be held in November. He is telling his constituents that the campaign against the increase is being directed by "highly-paid oil lobbyists from New York," through the Nebraska Petroleum Industries Committee. But he doesn't say a word about the 10 other statewide Nebraska organizations, including the Nebraska Petroleum Marketers Assn., composed of some 600 Independent oil jobbers, who are actively against his tax grab. If the governor had his way, the people of Nebraska would never know that the following organizations are fighting the higher tax:

Nebraska Petroleum Marketers Assn.
Nebraska State Grange.
Nebraska Farm Bureau Federation.
Nebraska Farmers Union.
Nebraska Motor Carriers Assn.
Nebraska Rural Letter Carriers Assn.
Nebraska Highway Users Conference.
Nebraska Co-operative Council.
Nebraska New Car Dealers Assn.
United Commercial Travelers of Nebraska.

Brave man, this Governor Peterson. There are plenty of his opponents close at hand in his own state against whom he might direct his fire. For obvious political reasons, he'd rather battle someone 2,000 miles away, and keep as quiet as possible the fact that a great majority of those lined up against his higher gasoline tax are not even connected with the oil industry, and that of the oil men opposing it, more than half are Independent jobbers. And anyone who knows Nebraska, knows that the oil jobbers there are plenty Independent.

In other states, there are equally reprehensible tactics by those who want more tax money. For example, State Highway Department Director McMillen of South Carolina instigated a bill in the state legislature to regulate the oil industry as a public utility, and did this as retaliation for oil industry opposition to his gasoline tax increase program. The attempt being made now in the South Carolina legislature to have a full-dress investigation of the oil industry is a result of the fight by oil men against higher gasoline taxes. In Kentucky and Ohio, and perhaps elsewhere, bond peddlers are trying to put across turnpike legislation at immense cost to the gasoline consumers of those states.

These tax increase fights are no tea parties. The industry owes a big debt to oil men who are standing up to the Governor Smiths of Missouri and Governor Petersons of Nebraska, no matter how politically powerful they may be or how roughly they fight.

Danger Signs Up in Bills Introduced In Congress to Aid Small Business

MAJOR oil companies and jobbers both would do well to consider the fact that the latest group of bills to provide government financing for small business was introduced by two of the most radical New Deal-Fair Deal senators—Murray of Montana and Pepper of Florida.

For the majors, the Murray-Pepper sponsorship of a program to "help" small business ought to make clearer than ever the need for the large oil companies to develop a practical working program under which the smaller oil companies can get the capital they need on reasonable terms without going to Washington. (NATIONAL PETROLEUM NEWS has often advocated such a program, most recently in an editorial on page 24 of the April 5 issue.)

For the jobbers, the names Murray and Pepper on these bills should be a warning notice against embracing any plan to make the federal government a banker for small business. Senator Murray long has been in the front-line of the effort to install a European type of medical service in this country to replace American medicine, which is by far the best in the world. Senator Pepper is the spearhead of those in Congress who are even to the left of the present administration. He is so far to the left that his constituents in Florida last week defeated him in the primary despite the large amount of federal money he has been able to get for his state.

It is difficult to conceive of either Senator Murray or Senator Pepper advocating anything which would not

As soon as you can say what you think, and not what some other person has thought for you, you are on the way to being a remarkable man. J. M. Barrie.

The principal function of an editorial page is to stimulate thought and discussion. Comments on editorials in NATIONAL PETROLEUM NEWS are always welcome. Please address Warren C. Platt, Editor, 1213 West Third St., Cleveland 13, Ohio.

slip business of all sizes further into the net of higher taxes, bigger bureaucracy and more regulation. When such as they set out to "help" small business, it is time to look for the dagger under the cloak.

Statements Distorted by Politicians In Grab for More Federal Control

HERE'S an example of how statements are twisted by those who want to put industry under further government regulation.

Senator O'Mahoney's Joint Committee on the Economic Report a few weeks ago advocated a steel price control system, which NATIONAL PETROLEUM NEWS discussed editorially (see NPN April 5, p. 23) because it probably would be applied to the oil industry if put across for steel. The committee majority, in seeking to show the need for steel price control, quoted the magazine *Steel* to support its arguments.

The committee majority used *Steel* as authority for the statement that the December price boost in steel would increase the manufacturing costs of automobiles by $50 to $75 per car.

Actually, *Steel* estimated that the additional cost of steel came to $11.79 per car. The $50 to $75 figure was an estimate of the increase in the retail price of the average car by the time all the new inflationary factors were taken into account, including glass, rubber, textiles, as well as steel. The report completely ignored *Steel's* analysis of how all auto company suppliers would be affected by the same factors responsible for the steel price increase—pensions and insurance benefits.

How can fair-minded men have confidence in such public officials and their statements?

FTC Ready for Oil Probe Hearings; President Asks Small Business Aid

NPN News Bureau

WASHINGTON — Representatives of the Federal Trade Commission—probably testifying on the Cannon Resolution—will be featured witnesses when the House Commerce Oil Subcommittee resumes public hearings May 19.

Rep. Cannon (D., Mo.) also may testify personally on his resolution (H. J. Res. 423) which would authorize FTC to conduct a $250,000 oil investigation. Committee Chairman Harris (D., Ark.) plans on opening hearing doors to other congressmen who have introduced oil bills which have been referred to his committee.

Adding color to the pending Cannon Resolution review was Sen. Wiley (R., Wis.), who inserted in the Congressional Record an endorsement of the resolution from Central Cooperative Wholesale—which is said to embrace about 90,000 member families in Northern Minnesota, Northern and Central Wisconsin and Upper Michigan. The senator is campaigning for re-election this year.

Elsewhere in Washington:

A five-point small business program on which President Truman urged Congress to take action before adjourning this summer would call for:

1. Federal insurance of private bank loans up to $25,000 on five-year maturity basis to meet credit and capital needs of "very small business concerns."

2. Government chartering and supervising of privately-owned national investment companies which would be designed to provide equity capital and long-term loans to businesses unable to finance themselves through organized securities markets.

3. Relaxing of collateral requirements on loans from Reconstruction Finance Corp. and increased participation by RFC with private banks in such small business loans.

4. New authority for Commerce Department to undertake research on technical problems of interest to small business and to establish a clearing house for collecting, disseminating and exchanging scientific, engineering and managerial information.

5. Responsibility for all phases of the small business program—except for investment companies which would be supervised by the Federal Reserve Board—to be placed in Secretary of Commerce Sawyer's hands. This also calls for transfer of RFC to the Commerce Department as proposed in earlier reorganization plans.

Leasing storage to consumers resulted in antitrust charges being brought against two LP-gas distributing companies. The Justice Department alleged the companies violated Federal antitrust laws by leasing storage under conditions which have the effect of eliminating competition.

Justice Department charged that Butane Corp. and Fannin's Gas & Equipment Co.—both Arizona corporations—had leased storage tanks to customers on condition that the lessees agree to buy all of their requirements of LP-gas from the defendants. Suits were filed separately in U. S. District Court at Phoenix, Ariz.

Commenting on the two suits, Assistant Attorney General Bergson declared:

"The total requirements contracts which are attacked in these two suits have the effect of eliminating competition between the defendant companies and other sellers of liquefied petroleum gas. They also deprive customers of the two defendant companies of the right to purchase liquefied petroleum gas in a competitive market at prices determined by free and open competition. Such contracts give the defendant companies a monopoly of the liquefied petroleum gas patronage of those customers who lease storage equipment from the defendants."

National fuels policy would be recommended by a Joint Congressional Committee after a $100,000 investigation under a proposal made in the House.

Author of the proposal, Rep. Van Zandt (R., Pa.), said his resolution (H. Con. Res. 199) "is in no way related to President Truman's proposal" for an investigation of the coal industry by a special commission. The Van Zandt proposal would have Joint Committee members chosen from the Senate (O'Mahoney) Interior Committee and the House Public Lands (Peterson) Committee. Group would be required to file a report by Sept. 15.

Commerce Department advisory group urged that "long-view" consumer benefits, rather than size alone, be the criterion governing changes in U. S. antitrust laws.

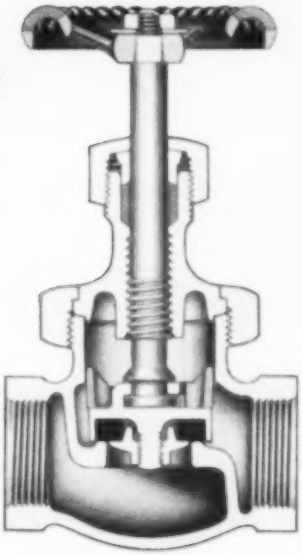
In addition to urging that size alone should not be regarded as monopolistic determinant, the Commerce Department's advisory group, the National Distribution Council, also urged that:

1. "Delivered pricing," including "freight absorption" be legally permissible in the interest of distribution that will best serve customers.

2. Government agencies give business, in simple laymen's language, clarification of the laws and regulations under which business must operate.

3. All excise and similar taxes "imposed for the purpose of discouraging production, sales and consumption" be repealed to increase sales, consumption and employment.

For completeness of selection You can't beat the CRANE line



No. 7, 150-Pound Brass Globe with composition disc. Working Pressures: 150 pounds steam; up to 300 pounds cold water, oil, or gas. Sizes: ⅛ to 3-in. Screwed or flanged ends.

BEST FOR QUICK DISC CHANGES

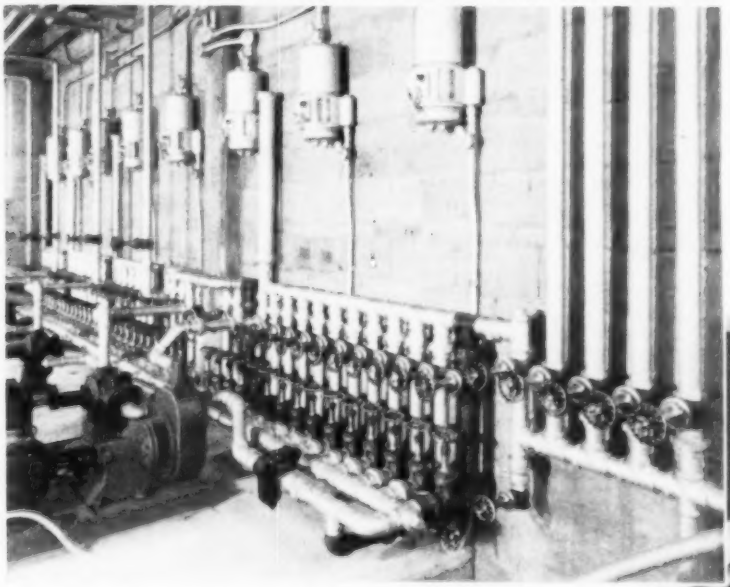
You save maintenance time and money when you use Crane No. 7 Brass Valves with renewable composition discs. When a leak occurs, you don't change valves, you merely change the disc. Just open the bonnet joint and slip on another disc holder with the desired disc.

No large inventory of replacements is necessary. All you have to carry is a few extra disc holders, which can be re-used indefinitely . . . and a supply of discs.

Crane No. 7 valves can be changed over from one service to another . . . from steam to gasoline, for example . . . merely by changing the *type* of disc. And Crane supplies the right disc for every service . . . in durable composition materials. See your No. 49 Crane Catalog, or send for Folder AD-1682.

CRANE CO., 836 S. Michigan Ave., Chicago 5, Ill.
Branches and Wholesalers Serving All Industrial Areas

ONE ORDER TO CRANE COVERS ALL YOUR PIPING NEEDS . . . VALVES, FITTINGS, PIPE, ACCESSORIES



LINES TO NAPHTHA *and solvent pumps, equipped with Crane brass valves, screwed fittings, and pipe.*

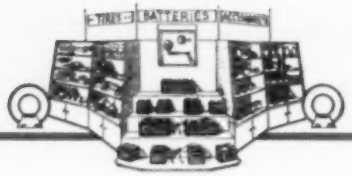
GASOLINE RIVER TERMINAL *pumping system. Crane equipment includes 6-in. steel check valve, pipe, flanged and welding fittings.*

EVERYTHING FOR EVERY PIPING SYSTEM

CRANE

VALVES • FITTINGS • PIPE • PLUMBING AND HEATING

TBA Section



Mr. Sturtevant

TBA TOPICS—By Frank C. Sturtevant

Stock Loss Control Needed To Plug TBA Profit Leaks

TBA needs a stock loss control program comparable to those in effect in many oil companies for liquid products. Elaborate steps are being taken to educate all employes engaged in the handling and distribution of liquid petroleum products on the importance of double checking at every point in order to conserve profits.

TBA profits need to be protected with equal care even though the losses occur in different ways. TBA merchandise leaks away too, through pilferage, damage in storage or shipping, errors in bookkeeping, or through being buried in dark warehouse corners, or in back of piles of other merchandise. The mechanics of TBA merchandising, including warehousing, order filling, shipping, inventory control and accounting are full of opportunities to make profits, or lose profits, for the TBA department.

The operating men, the engineers and the accountants in oil companies can seek out and capitalize on ways to make money on TBA handling. They can inquire into the methods and equipment employed by other businesses engaged in wholesaling packaged merchandise. They can call in materials handling specialists.

One of the reasons TBA problems have not received more attention in the past is that in the oil business, liquid products traditionally get first claim on the attention of operations experts.

Efficient order filling and shipping methods can be co-ordinated with close inventory control if everybody works at it. It doesn't take any special technical training, but it does take a lot of hammering away on the necessity of watching for leaks while the TBA goods are in the hands of the oil marketers.

A well-arranged warehouse is the basis for both a close inventory check and for efficient order handling. A stock that can be quickly and accurately counted puts the spotlight on dead stock, slow movers, impending shortages, and shopworn goods, which are all sources of small "leaks" which drain away TBA profits. A continuously accurate inventory permits a smaller working stock-on-hand, which in itself tends to cut down merchandise losses.

In a way, a TBA inventory which is larger than need be, is a form of profit leak, although one which is well hidden. It adds overhead expense to the TBA department in the form of a charge for extra storage space. It entails a heavier investment of working capital, with reduced turnover. And aside from the desirability of frequent capital turnover, a fast physical turnover reduces the amount of shopworn merchandise, and losses from obsolescence.

The same kind of engineering study which is getting results in liquid product loss control, can improve profits for the TBA department. The rise of TBA volume has been rapid in the oil industry, and has occurred at a period when over-all volume of petroleum products has also undergone a big expansion. But the big volume is not a problem. It only provides more opportunities to earn a profit.

The biggest problem is to convince some old hands in the oil business that TBA products have been absorbed into the oil business because it is a natural thing for them to travel along with the flow of gasoline right up to the customer's car at the service station. Profits go to those who can move them together at low cost.

Inspection Sales Tips

May is the big car inspection month, sponsored by the National Safety Council, which reports that 1948 inspections showed unsafe brakes, lights and tires accounted for one-half of all defects reported. Not many service stations are in the brake repair business, but most of them sell tires and lamps. This is a good time to help dealers to tie-in some point-of-sale advertising with the car inspection program.

Car safety provides some talking points for other TBA items sold by service stations. A car is not safe without a windshield wiper in good condition with new blades. Good shock absorbers help a driver keep control of his car in highway emergencies. And aside from all these considerations gasoline suppliers have a natural concern in promoting the campaign slogan "Check Your Car—Check Accidents."

Accessory Dollar Breakdown

Oil industry TBA men have often discussed the need for marketing statistics assembled on an industry-wide basis. The following percentages on eight classes of accessories were received by NATIONAL PETROLEUM NEWS from one oil marketing company. If other marketers have data of a similar nature, and will send them in, they can be published anonymously for the benefit of everyone concerned with TBA marketing.

These figures are taken from 1949 sales and represent the percentage of dollar volume for accessories only, excluding tires and batteries:

Chemicals, including radiator compounds and car polish	19.83%
Spark Plugs	16.42%
Filters and cartridges	12.37%
Fan Belts	7.47%
Tire Chains	5.77%
Wiper blades and arms	5.04%
Seat Covers	4.29%
Auto lamps	4.23%
	75.42%

The TBA manager of this marketing company observes that there is no apparent reason why some long established TBA items, such as thermostats, radiator hose and battery cables, have not accounted for a larger proportion of the total. In the case of ignition cables and flexible fuel and oil lines, dealers seem to lack confidence in their ability to install them, and for that reason do not look for opportunities to sell them.

Gets New TBA Post

Herbert A. Spott is the new TBA manager at American Oil Co. He succeeds George M. Glazier who is now managing the Lord Baltimore retail subsidiary of American, which operates a chain of service stations in and around Washington, D. C.

Winning Fresh Laurels

PATENTED CORALOX INSULATOR

AC's patented spark plug Insulator, *CORALOX*, is winning fresh laurels, in both the equipment and retail fields.

More new vehicles continue to be equipped with AC Spark Plugs than with any two other makes. More owners want AC Spark Plugs for replacement, as the powerful *CORALOX* advertising campaign stimulates public demand.

You and your outlets can profit by tying in with AC's growing popularity.

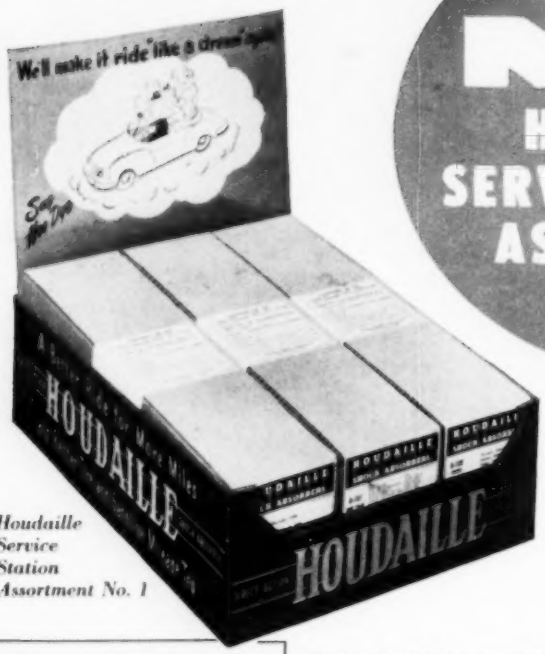
Check on TBA Dealer first

preferred on millions of vehicles

AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION

Your stations will make money

with this NEW HOUDAILLE* SERVICE STATION ASSORTMENT No. 1



Houdaille Service Station Assortment No. 1

LOOK AT THESE FIGURES

Sale Price (12 Shocks)	$67.50
Installation Charge (75¢ per wheel)	9.00
TOTAL SALE	$76.50
COST	39.30
PROFIT	$37.20

Kit Includes These Sales Helps At No Cost to You

- Counter Display
- Houdaille Catalog
- Window Streamers
- Display Cards
- Window Decal
- Check Cards
- Wall Chart

● Here's the key to shock absorber profits for your service stations with *minimum* investment and *maximum* turnover. Stock is only twelve Houdaille Direct Action Shock Absorbers. Yet it services a big portion of all cars — late model Fords and Chevrolets — and *all* Plymouths, Dodges, De Sotos and Chryslers built since 1938. Service Station investment—only $39.30. Gross profit (three complete installations) —$37.20 or almost 100%. Time required—less than 1 hour per car. Tools needed—just a wrench, hammer and screwdriver.

What's more, by stocking this small Houdaille Assortment, stations qualify for equally attractive profits on all other Houdailles sold. They're available from distributors as needed. So with a trifling investment, your stations can render broad shock absorber service and make the big profits that go with it.

Tests have proved that no service station is too small to make money from Houdaille Shock Absorbers just by stocking this assortment. And think of the return — *around $12 an hour for the time involved.* That spells new profits that are *really* worth while. Why not write for the complete Houdaille TBA Story today?

HOUDAILLE-HERSHEY CORPORATION
HOUDE ENGINEERING DIVISION
BUFFALO 11, NEW YORK
America's Pioneer Builder of Hydraulic Shock Absorbers

*Say "Hoo-dye"

Right. An interlude in one of the Dealer Shirtsleeve Sessions which Pate Oil Co., Milwaukee, holds annually for groups of its dealers. Below, Jim Dornoff, Sales Manager, automotive division, Pate Oil Co., Milwaukee, Wis.

Dealer Discussion of Sales Problems Helps Jobber Merchandising Plan Click

Any merchandising technique which is successful creates interest. The article presented herewith was written for National Petroleum News by the sales executive of an Independent jobber, and describes the profitable merchandising methods his company follows.

This Independent's approach on merchandising will appeal to three general categories:

1—For TBA manufacturers, the article will help them understand the private brand type of oil jobber. It captures the flavor of this jobber's thinking along sales lines.

2—For other oil jobbers, it gives many details about holding dealer meetings, and describes jobber selling and advertising.

3—For major oil company marketing men, the article tells again the many ways in which the Independent jobber generates selling ideas and applies marketing initiative.

By JIM DORNOFF,
Sales Manager, Automotive Division,
Pate Oil Co., Milwaukee, Wis.

Our company, an Independent oil jobber, has found its Dealer Council Shirt Sleeve Sessions a most effective method in helping our dealers become better merchants. They are held every spring for groups of 12 to 15 service station dealers, no more, no less. The objective is always to get the dealers to discuss their own sales problems.

This year we used a series of questions typed on imitation dollar bills and picked out of a rotating barrel by one of the dealers present at the round table. This dealer read the question aloud, and the others present gave answers to the best of their ability. Naturally all questions pertained to the service station business, and were so worded that controversy often arose.

For example, let's assume the question was: "Does car washing pay at your service station?" and one dealer might state reasons why it did not pay at his station. He might look at car washing from the standpoint of only securing a $1 or $1.25 per wash job, and overlook the pulling power of car washing service, with so few stations doing car washing today.

Another dealer might ask for the floor and relate his experience of washing as high as 50 cars in one day, and go on to prove that his gasoline business has increased as high as 50-60% because of car washing.

For every question answered in the most satisfactory manner (decided by majority vote of dealers present), the dealer making the best answer received a silver dollar. He then signed his name in the upper right hand corner of the imitation dollar and became thereby classified as a Pate Silver Dollar Dealer.

A silver dollar went to the dealer who suggested this method of getting under the hood: "Just stand in front of the car and when you catch the driver's eye, make a little upward gesture with your hand. It'll catch him off balance and he'll release the hood fastening. Before you know it you've got the oil indicator in your hand."

This one also rated a silver dollar: "Tell 'em it only takes a minute to be sure the battery is in good shape. Then, when you've checked the oil too, ask the driver if he feels that his oil is at the proper driving level. That creates doubt, and it's hard for him to say no."

A novel suggestion from another dealer earned him a dollar: "The ladies love white coveralls, so why wear old greasy blue ones? Change 'em every day and watch the way the cars pull in."

Following the question period lasting about an hour and fifteen minutes, it was my job to present our

This is one of a series of ads being run every Monday night by Pate Oil Co., in the *Milwaukee Journal*

program. A series of charts showed the rapid growth of Pate Oil Co. in figures the average service station dealer would understand. For example we picked the month of December, usually the poorest month in the oil business, and showed the average December gallonage per station, from the year 1943 to the present. For 33 Pate service stations the record went like this:

Month and year	Average gallonage
December, 1943	4,600
December, 1944	5,200
December, 1945	7,433
December, 1946	8,582
December, 1947	9,916
December, 1948	12,480
December, 1949	14,589

The yearly percentage increase beginning in 1946 was 59%; for 1947, 28%; for 1948, 28%; and for 1949, 21%, or a total of 214% in 1949 over 1945. I told the dealers that for the year 1950 we would be shooting for an average of 20,000 gallons per month.

I then proceeded to show the dealers present, through a series of visual charts, the absolute necessity of becoming merchants instead of filling station operators if they propose to make any money in this business. In other words, the day of the filling station operator is over; the day of the service station merchant is here to stay.

These four qualifications were proposed for the successful service station merchant:

1. You must appreciate the importance of mass display of merchandise and the value of good display fixtures.

2. You must cultivate the ability to buy. It is just as important to have the knack of purchasing merchandise that turns over rapidly, as it is to have selling ability. To be profitable, merchandise in a service station should turn over at least six times per year. Avoid so-called "lazy" merchandise, and substitute fast moving items.

3. You must understand people—know what makes them tick. Why do people buy? Study their reactions when you've made a successful sale, as well as when you have lost a sale. Know what you did right and also know what you did wrong. Watch for the buying signal on the part of the average customer who comes into your service station salesroom. If he automatically takes a can of polish off your shelf, there's no doubt about it, he is 50% sold. Don't talk about the weather, but say something about the product he has in his hand. Mention some of its good qualities and you will note the tremendous effect it will have on your TBA sales.

4. You must know the value of good bookkeeping. Ask yourself every month: "Am I making any money?". If you don't know—and it's surprising how few service station dealers really do know—it is high time that you do something about it. Every good service station merchant should prepare a monthly profit and loss statement. It is the only way you, as a dealer, can tell if you are making any money.

Ask your supervisor to help you prepare a profit and loss statement. He will provide you with a form (See illustration p. 32) which we have worked out in collaboration with several of our good service station dealers, for your convenience. He will show you what is meant by a good balanced selling job. If you are not making $141.90 gross on every 1,000 gals. of gasoline you sell, somebody else is getting a share of your profits. In fact your net profit should be $53.50 per 1,000 gals. of gasoline if you propose to make $6,400 per year, and it's no trick to do that if you follow the principles explained.

The Shirt Sleeve Session closed with a dinner tendered by the company. After dinner we returned to the meeting room to witness a series of outstanding merchandising films, winding up with the OIIC film, "Telling Your Story."

The management of our company has always believed in helping our dealers in every way possible. Our president, W. R. Pate, takes personal pride in going out of his way to help his service station dealers, not only with their financial problems, but in some cases even their domestic problems. A considerable amount of consultation is held, both with the dealer and with the dealer's wife. The resulting good relations have been an important factor in securing new dealers, because one dealer tells another of the treatment he receives, and eventually he joins our happy family of "Hello Neighbor" dealers.

In addition we back our dealers with a full scale advertising program. We are consistent users of large newspaper space, and are currently running a series in two col-

The dependably long life and split-second starting of Globe-Union batteries enlist the whole-hearted support of your dealers . . . help make satisfied customers for all your products.

GLOBE·UNION
BATTERIES

Custom-Built for Mass Distribution

SPINNING POWER
GLOBE-UNION
SPLIT-SECOND STARTING

Quick, economical delivery, uniformity of production at all plants, world-wide reputation for quality and service, are Globe-Union advantages that make your selling job easier.

GLOBE-UNION INC.
MILWAUKEE 1, WISCONSIN

Atlanta, Ga. • Cincinnati, Ohio • Dallas, Texas
Los Angeles, Calif. • Medford, Mass. • Memphis, Tenn.
Oregon City, Ore. • Philadelphia, Pa. • Emporia, Kan.
Mineral Ridge, Ohio • Reidsville, N. C.

P & L STATEMENT
EXPENSES

Item Per 1000 Gals	Ex.	Balanced Selling	Actual Sales
Rent	20.00		
Salaries ($1.00 per Hr. 2 full time and 1 part time)	50.00		
Light	3.40		
Heat	1.70		
Water and Gas	.40		
Telephone	.70		
Insurance	1.00		
Taxes & License fees	.30		
Advertising (2% of 1000 gals. gas)	2.00		
Rest Room Service	.60		
Supplies and Misc. Expenses	2.50		
Equipment repairs	.50		
Credit Losses (1% of 1000 gals. of gas)	1.00		
Stock and Cash Losses	.70		
Book Charges 4% interest on Investment	1.20		
Equipment Depreciation 10%	1.40		
TOTAL EXPENSES	$88.40		
Total Gross Profit	141.90		
Total Expenses	88.40		
Total Net Profit	$53.50		

Specimen form for dealer P & L Statement Pate Oil recommends for banlanced selling job

BIGGER PROFITS! . . . IN BALANCED SELLING
P & L STATEMENT
EXAMPLE: Per 1000 gallons of gasoline

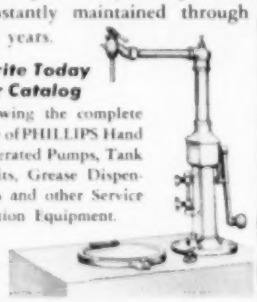
Dealer _____ Month _____ Gallonage _____

REVENUE

Sale Product		Ex.	Balanced Selling	Actual Sales
1000 Gals. of Gasoline	$ .045 per gal.	$45.00		
20 Gals. of Motor Oil	.50 per gal.	10.00		
10 lbs. of Gear Lube	.24 per lb.	2.40		
10 Chassis Lube Jobs	1.00 per job	10.00		
12 Wash Jobs	1.00 per job	12.00		
1 Clintone Wax Job	10.00 per job	10.00		
2 Tires	4.00 per tire 25%	8.00		
2 Tubes	1.00 per tube 25%	2.00		
1 Battery	5.00 per btry. 25%	5.00		
$ 4.50 OTHER PETROLEUM PRODUCTS 33 1/3% Fuel Oil, kerosine, solvent, naphtha cleaner, household lubricants, flushing oil, Pate's Saxonize, Pate's Rust Resistant, Zerone and Zerex anti-freeze.		1.50		
$25.00 AUTOMOTIVE NECESSITIES 40% Battery cables, fan belts, fuses, heater hose, hose clamp, lamp bulbs, radiator hose, wipers, arms and blades, mufflers and tail pipes, lubrication fittings, fuel pumps, thermostats, spark plugs, filters etc.		10.00		
$16.00 MISCELLANEOUS LABOR Motor tune-ups, wheel bearing packs, battery charging, tire changing, and repairing, minor mechanical services, installation charges of accessories and necessities, etc.		10.00		
$25.00 AUTOMOTIVE ACCESSORIES Heater, body polish, flash lights, defrosters, polishing cloths, tire chains, friction tape, bumper guards, grill covers, fog lights, spot lights, auto radios, etc.		10.00		
TOTAL GROSS PROFITS		$141.90		

"PHILLIPS"
Your "Buy Word" for DEPENDABILITY

Since 1919 the PHILLIPS Trade Mark on Hand Operated Service Station Dispensing Equipment has been a hallmark of quality and dependability—a reputation constantly maintained through the years.



Write Today For Catalog
showing the complete line of PHILLIPS Hand Operated Pumps, Tank Units, Grease Dispensers and other Service Station Equipment.

PHILLIPS PUMP & TANK CO.
3060 Brotherton Road
Cincinnati 9, Ohio
West Coast Office
2449 Hunter St.
Los Angeles 21, California

ors, in 1,000 line space, on a continuous weekly basis, every Monday evening. (A typical ad is illustrated on page 30). We also sponsor the Pate Civic Concert, a Sunday afternoon half hour broadcast, which has been running 12 years. Every Sunday we invite a different local choral group to appear on our program, and at times we have had as high as 200 people on the stage. In addition we have a spot temperature announcement on television at 8 p.m. seven nights a week. Our trademark, "Shield of Quality," appears on the screen with the temperature, accompanied by a short commercial on Air Glide gasoline.

Pate dealers may participate in our co-operative service station direct mail campaign. The company bears a part of the cost so that the dealer may share at a very reasonable figure.

Pate Oil Co. was organized in 1933, as a private brand Independent oil jobber. We have always blended and sold only top quality petroleum products. The Pate "Air Glide" gasoline has usually sold for a cent a gallon above the Ethyl or premium brands of the major oil companies in our area. It is now sold through 78 service station outlets, and is the third largest in volume of service station gasoline business in the city of Milwaukee.

'Silver Dollar' Questions Used to Promote Discussion at Pate Oil's Dealer Meetings

Following are the 32 questions typed on imitation dollar bills and placed in a revolving barrel, to be drawn out at the Pate Oil Shirt Sleeve Session:

1. How can I get more co-operation from my helpers or attendants?

2. When the motorist drives into my station for the first time, shall I start out to sell him Air Glide as our most expensive gasoline, or Regular as our lowest price gasoline?

3. In soliciting new business, does personal house to house solicitation pay?

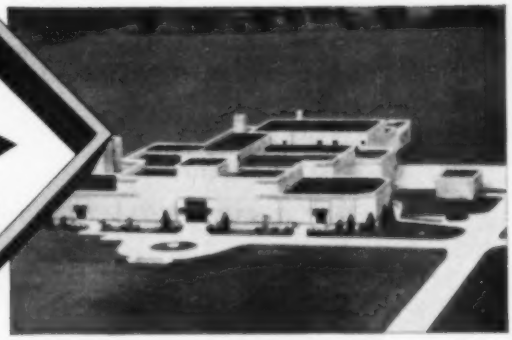
4. How can I improve my motor oil ratio to average 2% of my gasoline sales?

5. Do you feel that car washing pays?

6. In giving windshield service, is it good bussiness to clean all windows?

7. Do you believe in the policy of asking the motorist to check his

HOOD



Leadership in research . . . it's being carried on at the new B. F. Goodrich multi-million dollar "workshop of science" shown above—typical of the large company resources you benefit from when you deal with HOOD.

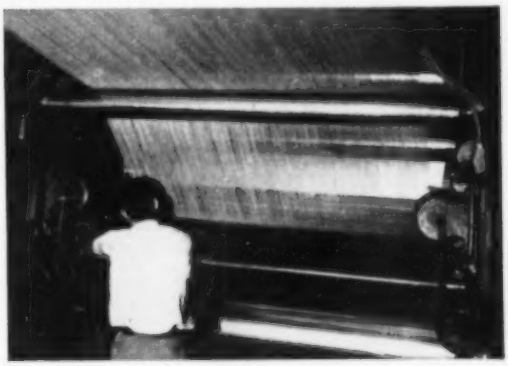
TBA POINTS YOU TO EXTRA PROFIT BUSINESS!

The oil jobber who wants to build total volume can do no better than tie in with the growing side of his volume picture. That means TBA! Surveys show that TBA sales account for approximately half of jobbers' volume, exclusive of gasoline! And today, authoritative sources are predicting that at least forty per cent of all replacement passenger car tires sold in 1950 will move through oil company outlets.

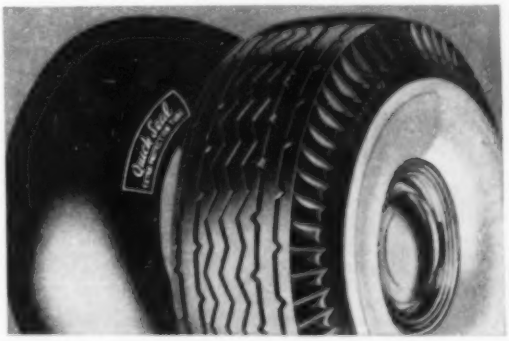
Hood has long recognized this sales trend. In fact, Hood was among the very first tire suppliers to market tires and accessories through oil companies. Result: valuable experience gained and an organization set up especially to serve oil companies.

1. The Hood **Oil Company Division,** a separate specialized department for petroleum outlet TBA marketing.
2. **A complete line of quality tires and tubes:** a nationally accepted brand competitive with even the largest oil companies.
3. **A complete line of Accessories**—again a nationally accepted brand. Miller Accessories including fan belts, radiator and heater hose, tire and tube repair materials.
4. **Protected territories** mean the TBA business you build is your own!
5. **Sales Training and Point-of-Sale** aids which help your people sell TBA.
6. **Budget Sales Plan** that fits into any accounting system.

Write now for complete details. Address Dept. NH-3, OIL COMPANY DIVISION, Hood Rubber Company, Akron, Ohio.



All tires are not "alike". . . . this factory scene shows Hood tire cord just prior to being coated with rubber and made into plies. Note there are no cross threads to limit cord action. This means uniform, balanced strength to combat road impacts and give extra, safe mileage and economy.



Special Hood products push profits! Hood's famous Quick-Seal (Self-Sealing) inner tube and the smart white sidewall HOOD "400" low pressure tire make those extra sales that ring up extra profits!

HOOD

TBA LEADS THE WAY!

A DIVISION OF THE B. F. GOODRICH COMPANY

2 STEPS TO INCREASED STATION PROFITS

WINDSHIELD

SEALZIT

TO SEAL WINDSHIELD LEAKS

IN TUBES AND KITS

CLEAR, FLEXIBLE LIQUID SEALER

SEALZIT is waterproof, permanent, dries quickly . . . fills in cracks and spaces where rubber sealer has drawn away from glass. Every car owner is a prospect . . . packaged to suit every customer . . . two ounce kit with brush and dropper. One shot tube to seal one windshield. Attractive displays.

AUTOMOTIVE

KRYLON

FOR CHROME IGNITION BATTERIES

IN HANDY SPRAYER

1001 USES . . .

1001 PROFITS

Clear, flexible water-repellent plastic. Keeps chrome and brightwork sparkling clean and weatherproof. Waterproofs ignition, spark plugs, coils and wires. Krylon plastic coating seals out moisture, dirt and corrosion. Easily applied on any car or truck. Dries in minutes . . . lasts indefinitely. A real profit-puller for every station.

FOSTER & KESTER CO., INC.

2601 N. Broad St.

Philadelphia 32, Pa.

motor oil or do you just go ahead and check it without asking?

8. Do you think it would pay to have an outsider periodically check the service rendered at my station?

9. How many times a month do you believe that all of the service station windows should be washed? How many times per year do you believe the restroom walls should be washed? Sales room walls?

10. Is it more effective to use the telephone rather than a reminder post card on 30-day lubrication follow-up?

11. A silver dollar to the dealer who can tell us the monthly gasoline average for a Pate station during the year 1949.

12. A silver dollar to the dealer who can tell us what percentage of passenger tires will be sold through all service station outlets through the next few years.

13. A silver dollar to the dealer present who can tell us what percentage of batteries were sold through all service stations in 1949.

14. In testing batteries, which method do you prefer, the hydrometer or the open circuit? Why?

15. A silver dollar to the dealer present who can tell us the percentage of customers who decide to trade elsewhere because of the lure of lower prices?

16. What in your opinion is the main reason why people switch from one service station to another?

17. A silver dollar to the dealer present who can guess the approximate amount of gasoline hauled by Pate Oil trucks to the service stations on a peak delivery day.

18. What do you think is the most profitable method to distribute Pate matches? A silver dollar to the dealer who has the best plan of Pate match distribution.

19. During the summer months do you prefer the white coverall to the blue coverall? Why?

20. A silver dollar to the dealer present who can guess the net profit he should realize on a 1,000-gal. balanced selling job.

21. Assuming that the average Solar and Globe Battery costs you $15 as a Pate dealer, how much of a profit sharing check would you receive from us on purchasing 75 batteries from our company? 150 batteries? 300 batteries?

22. If a stranger came into your station wishing to charge gasoline, but says he does not have his charge card with him, how would you handle the situation?

23. What single most practical improvement could you suggest for our credit card system?

24. Do you encourage the use of credit cards?

25. Under what conditions do you encourage the use of credit cards?

26. Do you feel the need for a budget payment plan to help you merchandise tires? If so, why?

27. What are the advantages to the customer of having a courtesy credit card?

28. What are the advantages to the dealer of having customers who are credit card users?

29. How can I contact newcomers moving into my neighborhood?

30. Does it pay to stock Challenge SAE 50, 60 and 70 for motor cycles?

31. Does it pay for me as a dealer to join and become active in civic projects?

32. Is there any way in which the Pate Oil Co. can improve their service to you? For example, deliveries? Credit card handling? Product information?

Ad Manager Resigns

David S. Hunter, advertising manager of A. Schrader's Son, Brooklyn, has resigned, but his future plans have not been announced nor has a successor been appointed.

Dust Sells Filters

The recent epidemic of dust storms in a few southwestern areas is credited by James B. Lightburn, of Purolator, for a rush of oil filter and cartridge sales in that area. He suggests that under excessive dust conditions it is probable that filter refills should be installed every 2,000 miles. Sales nationally for Purolator are reported to be 16% higher for the first quarter of this year, as compared with the monthly average for 1949.

Tire Tread Survey

Sohio conducted the third of its annual "tire surveys" over the weekend of April 29 and 30. It consists of having service station operators measure the tread depth of the tires of all cars coming into the driveway during the two-day period. This year they had the misfortune of drawing one of the rainiest weekends of the entire spring season. The first year of the survey, 1948, 21% of the tires checked were completely smooth and considered to be in dangerous condition. The second year the figure fell to 16%.

New Brake Fluid Out

A heavy duty, non-corrosive hydraulic brake fluid has been placed on the market by Sinclair Refining Co. Meeting all SAE specifications, the fluid, according to the company, will not damage rubber cups or connections by swelling or contamination, has a high boiling point and extremely low cold test, will mix with all original equipment brake fluids, and will not deteriorate or form sludge.

TBA Section

Filter Film-Making

A film is being made to help sell AC oil filters. The 16 mm. film will be in colors and will show how oil filters are made and the extensive research that goes into them. It was produced by the AC public relations department headed by M. W. Gotthelf. John C. Hines, AC general sales manager, portrays his part in a typical sales meeting. It is a good idea occasionally to let dealers and distributors see the amount of care manufacturers devote to preparing product information.

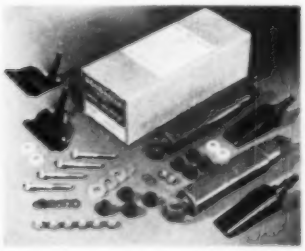
Product-a-Day Ad Series

In the advertising trade there is some interest in U. S. Rubber's new spotlight campaign which will feature one product a day, in the same place on page two of the *Pittsburgh Post-Gazette*. Both a Pittsburgh phone number and post office box number will appear with the suggestion that readers write or telephone to get the name of nearest dealer handling the product featured. Campaign began May 2, and will run six days a week for 52 weeks as an experiment in linking national brand advertising with local outlets. As U. S. Rubber is said to have some 30,000 products, it is not likely that its TBA line will be given any important share of the space.

Conversion Kit for Shocks

Houdaille has put on the market a new "Husky" Direct-Action Conversion Kit which will permit service stations to install these heavy duty shock absorbers on front and rear of all Fords and Mercurys, 1941-48, and on the rear of all Chevrolets for the same years. The "Husky" unit has been a big seller to station wagon owners, traveling salesmen, taxicabs and others who subject their cars to hard usage, overloading or high-speed driving, according to the manufacturer. It is claimed to have 57.5% more control on compression and 55.5% more on rebound.

The new, special kits contain all necessary brackets, bolts, fittings and two Houdaille Husky shock absorbers.



NOW a complete line of modern MARLOW PUMPS for the petroleum marketer!

A MARLOW FOR EVERY PUMPING JOB

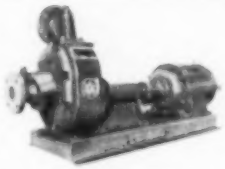
Marlow Type SC

MARLOW CENTRIFUGAL PUMPS

For high capacity and high efficiency in pumping light liquids on flooded suction installations. Close and long-coupled models, sizes 1 to 4 inches, capacities 10 to 1000 GPM. Features include an easily renewable sealing ring at impeller inlet, deep-groove oversize ball bearings, and a John Crane dripless shaft seal. Motors from ½ to 30 HP. Explosion proof or fully enclosed.

MARLOW SELF-PRIMING CENTRIFUGAL PUMPS

The only light-liquids pump for long, trouble-free service on suction lifts. Marlow Self-Primers offer high capacity and high efficiency with *automatic priming*. Suitable for underground storage or for transfer or loading operations. Close and long-coupled models, sizes 1½ to 10 inches, capacities 15 to 3500 GPM. Self-priming, self-purging design assures automatic priming and freedom from vapor lock. Free clearances at impeller help eliminate wear, prolong life and original high efficiency. Motors ½ to 60 HP, explosion proof or fully enclosed.

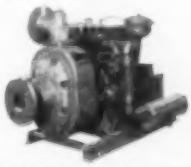


Marlow Type EL

Models also available for belt and engine drive and for high pressure service.

GEAR INCREASER PUMPS

NOW — a *quiet*, dependable centrifugal tank truck pump that couples direct to power take-off. Installs like a rotary but has a centrifugal's smooth efficiency, high capacity and *long life*. Sizes 2 and 3 inch. Capacities 20 to 200 GPM.



ENGINE DRIVEN PUMPS

Marlow Self-Priming Centrifugals for refueling or transfer, where mobility or stand-by operation is required. Sizes 1½ to 8 inches. Capacities 15 to 2000 GPM. 2- and 3-inch sizes available with electric starter and spark arresting muffler for tank truck service.

Wherever pump users gather you will hear the name MARLOW used as a standard of pump efficiency, trouble-freedom and long life. It will pay you, too, to standardize on the standard.

Write the Marlow factory for complete information and the name of the Marlow dealer nearest you.

MARLOW PUMPS

598 Greenwood Avenue, Ridgewood, New Jersey

MANUFACTURERS OF QUALITY PUMPS SINCE 1924

Re-Refined Motor Oil Better Than New, Car Owners Told

Manchester Implies All Re-Refining Methods Are Good Because Some Industrial Lube Users Salvage Own Oils

By HOLGER RIDDER
NPN Staff Writer

The practice of re-refining crankcase drainings and the retail marketing of these re-refined motor oils have been given a boost by Harland Manchester, free-lance writer. Mr. Manchester is well known to the oil industry as the author of two contradictory *Readers' Digest* articles on gasoline and motor oil (see NPN April 13, 1949, p. 15).

In the May issue of *Popular Mechanics*, Mr. Manchester's latest endeavor to enlighten the lay public about the technical aspects of the oil industry makes three principal points.

1—That re-refined motor oil is superior to about 80% of the virgin oils on the market.

But sole support for this contention is the statement of one re-refiner.

2—That industrial firms use re-refined oil, implying that they endorse it for use in automobiles.

But Mr. Manchester does not differentiate between re-refining of industrial lubricants under specific and rigid controls, and the practice of collecting various and sundry crankcase drainings and re-refining them for use as motor oils.

3—That re-refined motor oils can be purchased retail for 25c a quart.

But he ignores the fact that such oil is not subject to a federal tax of 6c per gallon because the re-refiner is not ready to declare his product as equivalent to a new oil.

Re-refining or reclaiming of lubricating oils has been, and still is, subject to controversy, but for the most part, this controversy has been confined to discussion at the technical level between industrial users of lubricants and oil company lubrication engineers. For example, at a recent convention of American Society of Lubrication Engineers (see NPN April 26, p. 30), consensus of industrial lubrication men and oil company lubrication representatives was that re-refining of lubricating oils does have its place in industrial application under certain conditions and if done under a program of rigid controls.

Questionable Statements

Study of the Manchester article by NPN and a check with qualified lubrication sources, reveals a number of statements deserving of clarification, to put it mildly. For example:

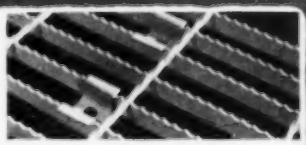
Mr. Manchester implies general endorsement of the general practice of buying re-refined lubricants by naming a number of companies which do use re-refined oils. He says:

"Among eastern users (of re-refined oil) are the Pennsylvania, New York Central, Boston and Maine and Long Island Railroads and the Public Service Co. of New Jersey. These firms get their rebuilt oil from Walter Ray's Triplex Oil Refining Co. (of Long Island City, N. Y.)."

Checking with the lubrication department of one of these companies picked at random, NPN learned that New York Central does buy some re-refined oil from Triplex, but only a low quality oil which is used in car journals. The advantage in buying a low specification re-refined oil rather than a new oil is obvious—the purchaser saves 6c per gal by buying the non-taxed product. One of the other railroads mentioned in the article stated, off the record, that it bought re-refined oil for use in car

Confident safety...

with BLAW-KNOX Electroforged STEEL RUNNING BOARDS, BRAKE STEPS, PLATFORMS



Non-slip TWISTED CROSS BARS give extra strength and confident safety for workers. They're electrically forged right into the bearing bar for rigid one piece construction. Slightly roughened surface provides extra traction.

SERRATED BEARING BARS prevent slipping in any kind of weather. The "teeth" grip workers' shoes firmly to give the confidence that comes with surefootedness. The clip, while very simple in design, provides a safe, sure connection that is exceptionally strong.

ELECTROFORGED INTO ONE PIECE
for Strength and Safety

Each panel is fabricated into one solid, permanently fused piece—each individual joint is electroforged into a union that is actually stronger than the surrounding metal. Electroforging insures long life *plus* elimination of accident-causing hazards!

WRITE FOR BULLETIN 2328 for complete details.

BLAW-KNOX DIVISION of Blaw-Knox Company
2120 Farmers Bank Bldg., Pittsburgh 22, Pa.

BLAW-KNOX ELECTROFORGED STEEL GRATING

journals only because it could save the 6c per gal. tax.

New York Central, for its Diesel engine lubrication oils, collects crankcase drainings from engines according to grade and type, then has Triplex re-refine it to meet rigid specifications. This is done on a contract basis.

This is similar to the practice of Gulf, Mobile & Ohio Railroad, under which all brands of oil are segregated before re-refining in its own refining plant. In this plant each batch of oil put through must meet the specification of a new oil and additives are restored to the re-refined oil. Bench engine tests also are conducted.

Other industrial users of lubricating oils also have re-refining programs, some setting up their own plants and others contracting with re-refiners to do the job. But in all instances, the oils to be re-refined are carefully segregated and are processed according to specific controls and to meet certain specifications.

No Distinction Made

Though there is quite a difference, Mr. Manchester refers to crankcase drainings collected at random from service stations and oil collected for re-refining by industrial users in a manner which indicates to the reader that any collection of oil can be re-refined into a high-grade lubricating oil. He says, for example:

1—Triplex Oil Refining collects crankcase drainings from service stations from Massachusetts to New Jersey and in its "oil laundry" re-refines this "black gunk" into a lubricating oil. Mr. Ray is quoted as saying "the average oil turned out by competent re-refiners is superior to about 80% of the virgin oil on the market." The author elaborates by saying, "You can take any mixture of dirty sump oil and by careful processing turn it into high-grade lubricating oil."

2—Herbert C. Goetsch of Motor Oils Refining Co., Chicago, is quoted as saying he does "many custom jobs" for industries, railroads, truck and bus companies, collecting their dirty oil, treating it separately and returning it. "The more it is re-refined the cleaner it gets and the higher the yield from used oil," Mr. Goetsch says. Mr. Manchester adds, "With a fleet of six tank trucks Goetsch collects sump oil from about 250 Chicago filling stations and garages and produces a re-refined lubricant which is sold for around 25c a quart in a number of Chicago filling stations."

A Dangerous Practice

The practice of collecting crankcase drainings promiscuously and re-refining the product for motor oil use is considered by oil company lubrication men as dangerous.

Dayton P. Clark, Gulf Oil Corp., former chairman of the API Lubrication Committee, in a paper last November before the API convention, declares:

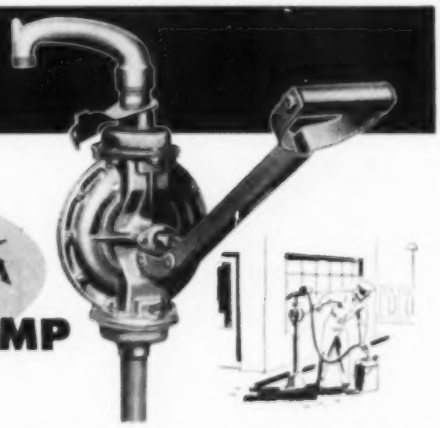
"For the sake of the record . . . the (oil) industry produces Pennsylvania type lubricating oils, Mid-Continent type lubricating oils and the so-called Gulf Coast type lubricating oils. These range from the high-percentage paraffinic-type in the case of the Pennsylvania to the predominantly naphthenic-type in the Gulf Coast. In addition, we now have many different techniques of solvent refining, so that our variation of product quality from these three generic types covers a broad range.

Hard to Classify

"It is easily seen that the promiscuous accumulation of used lubricating oil will thus provide a mixture which defies all efforts at identification, because the ingredients vary all over the lot. Also, differences within any one batch will be multiplied by the variations between batches of succeeding days. In fact, it would be impossible to say that a batch of one day will be predominantly paraffinic or, conversely, naphthenic. There is no way to determine in what category any batch would fall. I believe this fact alone has an important bearing on use of lubricants reclaimed from the contaminated material in a mulligan (term used by Mr. Clark for crankcase drainings) batch."

A. E. Smith and C. F. Foell, So-

For low-cost handling of liquids, *investigate this*—



NEW TOKHEIM HAND PUMP

HIGH VACUUM!

Delivers 20 gallons per 100 strokes—capable of 20-ft. lift—self-priming—no foot valve needed.

DOUBLE ACTION!

No wasted motion—pumps on both forward and back strokes—steady flow of liquid—easy to operate—easily locked.

SINGLE DIAPHRAGM!

The only double action pump built with a single diaphragm! Long lived molded diaphragm—reinforced—no piston leakage—95% volumetric efficiency.

These outstanding features put this new Tokheim pump in a class of its own! Efficient. Fast delivery. Easy to operate. Handles petroleum and paint oils as well as many other industrial liquids. All parts in contact with liquid are of non-corrosive materials. Ice, dirt and scale will not interfere with its operation. Available in several models for drums, underground tanks and pipe lines—with hose or spout outlet.

INVESTIGATE this remarkable pump today. Call your Tokheim representative or write the factory for literature, prices and delivery information.

TOKHEIM OIL TANK AND PUMP COMPANY

General Products Division • 1650 Wabash Ave., • Fort Wayne 1, Indiana
Factory Branch: 1309 Howard St., San Francisco 3, California

cony-Vacuum Oil Co., have gone on record as saying:

"None of the reclaiming systems using chemical or adsorption-type purifying agents will remove the contaminants in the oil without also effecting removal of the additives. Therefore, a heavy-duty oil cannot be brought to its original condition unless the additives removed are restored to the oil after reclaiming. This is practically an impossibility . . . because additives must be specifically matched to the oil, an undertaking that requires experience, skillful control and extensive evaluation of the resulting lubricant in actual engines under actual operating conditions. Refiners marketing heavy-duty oils are obliged to continuously check on the compatibility of base oils and additives and the performance therefrom."

As endorsement of the general practice of re-refining, Mr. Manchester states:

"Many petroleum engineers, chemists and maintenance men have praised re-refined oil, both as a result of laboratory tests and actual operation of cars, busses and planes. Their explanation is simple: The first use in the motor breaks down some of the weaker hydrocarbon molecules, and when the oil gets a second refining, those impurities are removed along with the gasoline."

Mr. Manchester seems consistent on one point—he likes to repeat questionable information. Oil company lubrication and refining men point out that with the millions of dollars spent each year in lubricating oil research by the oil industry it isn't likely that oil companies will turn out a motor oil which must be "refined" further in a car engine in order to "break down weaker hydrocarbon molecules" in order that they can later be removed in re-refining to produce a "superior" motor oil.

As further endorsement, the article in *Popular Mechanics* tells of American Airlines' re-refining program. Pan American World Airways also has a re-refining program of limited scope. But in both instances the re-refining is done under the most rigid of controls and in both instances the oil is carefully collected and segregated by type and grade. For example, J. T. Hendren, chief chemist of Pan American, says constant vigilance in process control is necessary, and laboratory inspection is essential on every batch.

Slightly different from collecting crankcase drainings haphazardly and re-refining it into a "superior" motor oil.

Mr. Manchester adds a note on conservation and in effect points a finger at the oil industry for its wastefulness by saying:

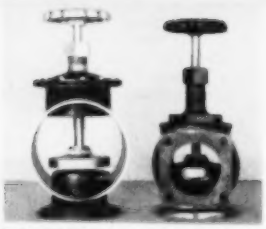
"Today less than one-tenth of the great river of lube oil is being recaptured and sent back to work. Making allowances for drainings in thinly settled areas where collection might be too costly, the harvest of this wasted national asset would eventually rank in importance with the discovery of a new oil field. For we are dealing, not with a single re-use, but with a repeated cycle of use and reconditioning, until nothing is thrown away but the impurities . . . We are now importers of petroleum and our domestic oil reserves are limited. Even if it didn't mean dollars in everyone's pocket, the rich black river should be harnessed in the interest of national security."

Industry Practice Defended

Mr. Clark's paper, on this subject, points out:

"In considering the subject of reclamation, we frequently run into the word 'conservation.' Let's see to what extent it applies. Statistics of the Bureau of Mines shows that the total lubricating oil yield from the crude represents less than 2.75% by volume. Inasmuch as crude is refined to meet consumer demand for all other prod-

YOUR TRUCK TANKS WILL UNLOAD MORE G.P.M. WITH WARREN MANIFOLD VALVES



WARREN VALVE 99.7% FLOW* — CROSS VALVE 93.4% FLOW*

Warren's cylindrical manifold eliminates joints between valves that restrict flow. Warren design allows for more direct, compact piping arrangements.

TAILORED TO FIT—Smooth, seamless construction permits greatest flexibility to meet any need. Every Warren manifold is built to your particular requirements. They are shipped complete, ready to install.

For compact, light-in-weight manifolds that assure you trouble-free service, specify Warren. Available in 2-inch, 3-inch and 4-inch valve sizes.

*Compared with plain pipe with no valve or manifold

✓✓ THESE FEATURES

- Lighter weight
- More compact
- Fewer joints
- More capacity
- 100% drainage
- No gasket leaks
- Less turbulence
- Seamless tubing
- Connect at any point or angle
- Meets all state requirements

WRITE FOR FULL INFORMATION TODAY!

New Catalog

MANUFACTURERS OF CUSTOM BUILT MACHINERY SINCE 1901

BETTS MACHINE CO.
WARREN, PENNSYLVANIA

Family habit...the corner service station!

Not long ago, the neighborhood service station was only a gas station. But, today, it's a community institution. It's a family habit—the place to buy most everything automotive. And motorists name it their *preferred* source for tires, batteries and accessories!

To put the nation's top service stations to work in your interest, it's necessary to get the nod from oil companies and oil jobbers. More than simply word from the front office that you're in! You need the acceptance of top executives, *plus* the backing of their sales and merchandising staffs—the oil men who live with the service stations day-to-day, whose job it is to help build those TBA sales.

Best way to reach marketing men who plan and influence TBA selling programs through the nation's best service stations is through advertising in *National Petroleum News*'. . . the oil industry's marketing magazine!

Planning to build sales through service stations? Write for helpful, new fact-booklet titled "TBA".

*TBA is the oil industry's designation for tires, batteries and accessories now being sold in planned programs directed by oil companies and oil jobbers, conducted through the nation's best service stations, promoted by *National Petroleum News*.

National Petroleum News

1213 West Third St., Cleveland . . . Offices in New York, Chicago, Philadelphia, Houston and Los Angeles

ucts which it contains, this lubricating oil fraction must come out of the crude whether it be desirable or not. The lubricating oil fraction is a valuable part of the crude, and must be finished to a lubricant or remain in the crude and be burned as fuel oil. In other words, the lubricating oil fraction must be used one way or the other . . .

"But there is another factor concerned with this theory of hoarding lubricating oil. The manufacturing facilities which convert a portion of the crude into finished lubricants are highly complicated and expensive units. It follows that a conservation program which required operating these facilities below normal capacity would contribute to their deterioration through disuse. The nation's lubricating oil manufacturing capacity might thus eventually become inadequate for the sudden impact of demand in a national emergency. This comment is particularly pertinent to aircraft engine oils inasmuch as facilities for their manufacture are usually of the costly solvent type."

Still pointing the finger of "waste" at the oil industry, Mr. Manchester says:

"Although this salvage of wasted wealth has increased fourfold in the last decade, everyone profits except the private car owner. He pays for the oil, throws it away after one use and lets those who know its value reap the harvest."

He also says the chief prejudice against this "high quality" lube is the public's "prejudice against a 'second-hand' product . . . Probably 99 drivers out of 100 have no chance to buy their oil back and have never heard that it is worth recovering." He points out repeatedly that re-refined motor oils can be sold retail at 25c per quart.

Why Re-refined Is Cheaper

Without considering the comparative qualities of re-refined motor oil as against premium motor oils, there are three basic reasons why re-refined oil currently is cheaper than virgin oil:

1—The re-refiner does not pay a federal tax on re-refined motor oils for this reason. According to the Internal Revenue Bureau, in Chapter 29, sub-chapter A, sub-part E, Section 314.40, paragraph 3, declares:

"The term manufacturer includes: (1) any person who produces lubricating oil by any process of manufacturing, refining or compounding or any manipulation involving substantially more than mere mixing of taxable oils; (2) any person who produces lubricating oil by mixing taxable oils with other substances; and, (3) any person who cleans, renovates or refines used or waste lubricating oil by any method or process which *produces an oil substantially equivalent to new lubricating oil.*"

Thus, the re-refiner in avoiding payment of the federal tax must maintain, or admit by virtue of failing to apply the tax to his product, that his product is not "substantially equivalent to new lubricating oil." Thus, if the re-refiner is willing to make, *and substantiate*, the claim that his oil is as good as new oil, the 6c per gallon tax would apply and bring the cost of re-refined oil up to 26.5c per quart.

2—If crankcase drainings were collected in the same manner as airlines, for example, collect theirs for re-refining (assuming it could be done)—that is, collecting drainings by type and grade of lubricant—then the cost to the re-refiner would become prohibitive. The price of re-refined motor oil would no longer be competitive and the question of quality still would be unanswered.

3—Because the practice of re-refining mixtures of crankcase drainings for resale as motor oils is not extensive, the demand for these drainings is not high, therefore the re-refiner gets them for little or nothing from service stations. If the volume

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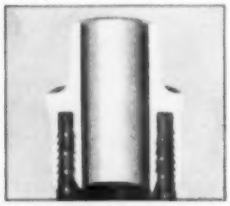

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of this re-refining were to grow considerably, the demand will boost the price of crankcase drainings, eventually making the practice uneconomical. Already in one metropolitan area this has been evident, although in this instance the drainings were processed for heavy fuel use. In the area involved, waste oil collectors used to get the drainings for nothing. Now they pay prices as high as 3c per gal.

Summed up, it can be said—but not without some controversy from both sides—that re-refining of lubricating oil may prove practical under certain conditions if it is conducted under rigid controls and to meet certain specifications. But on the whole, promiscuous collection of crankcase drainings for re-refining of motor oils is not only frowned upon but is termed dangerous practice by qualified lubrication engineers.

New Tanks Going Up At 2 Oil Terminals

New construction is underway on storage facilities of two oil terminals in the East. One is an ocean terminal—that of Southern States Oil Co. at Port Everglades, Fla. The other is a plant of Mid-Hudson Oil Co. at Poughkeepsie, N. Y., on the Hudson River.

Following is a summary of construction work at the two terminals:

Southern States Oil Co.—New terminal went into operation at Port Everglades May 2 with the arrival and discharge of the first tanker from Texas. Terminal capacity is 157,500 bbls of products, with two 60,000-bbl. tanks holding regular and premium gasoline and one 37,500-bbl. tank for Diesel oil. The latter is still under construction, with completion set for May 15. The terminal serves Independent distributors within a 200-mile radius of Fort Lauderdale, Fla.

Southern Oil, with main offices and plant in Jacksonville, Fla., has a long-term supply contract with Eastern States Petroleum Co., Houston. President H. B. White told NATIONAL PETROLEUM NEWS last week that Southern has plans "for some time in the future to enter the Tampa, Fla., market." Such a move "would mean another terminal."

Mid-Hudson Oil Co. Inc.—The company has awarded a contract for construction of two storage tanks with total capacity of about 83,300 bbls. at its river front bulk storage plant in Poughkeepsie, N. Y.

One of the tanks, with over 5,100 bbls. capacity, will be used for storing domestic fuel oils, supplementing an existing capacity of over 71,400 bbls. The other new tank will have a capacity of about 78,600 bbls. and will provide the first bulk storage facilities for No. 6 fuel to be built for this use by an oil company in the Hudson Valley between Haverstraw and Albany, N. Y., company says.

When the two tanks are completed by mid-summer, Mid-Hudson will have a total of about 178,600 bbls. storage capacity. The company also will make an addition to its office building and add four trucks to its fleet.

Mid-Hudson markets Cities Service gasoline, Esso domestic and industrial fuel oils, and Esso oil burning equipment in Poughkeepsie, Dutchess County and surrounding Mid-Hudson area communities.

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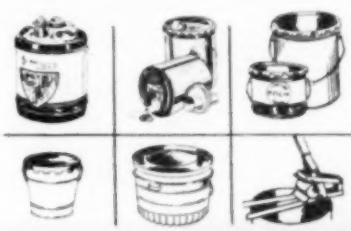

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Both Oil, Natural Gas Can Share In Growing Market, Refiners Told

By NPN Staff Writer

CLEVELAND—Natural gas is not likely to cause reduced consumption of oil in the years ahead, oil men at American Petroleum Institute Division of Refining's midyear meeting were told May 3.

Reassuring refiners was Chester F. Smith, vice president, Standard Oil Co. (New Jersey), who pointed out there was room for both fuels. Mr. Smith also discussed the coming role of jet and synthetic fuels, revealed a possible warmer-weather trend in the United States, and asserted that residual oil has not been responsible for the decline in coal demand.

In outlining problems facing the oil refining industry in years ahead, Mr. Smith minimized the danger of the disruption of refinery operations from increasing use of natural gas. He stated:

"A basic reason why refiners should not believe that natural gas is likely to cause an upheaval in their operations is that the expanding petroleum requirements which come along with improvement and progress in American economic life will leave plenty of room for both products.

"The coming of natural gas," he continued, "may actually result in a partially compensating rise in the consumption of oil. Utility companies that take gas from transmission companies at the city gate will probably do their best to increase their returns by developing the home heating market. In order to maintain as high a load factor as possible in keeping with this development, utility companies may be expected to use increasing supplementary quantities of oil to level out their delivery operations." He concluded:

"In my opinion, natural gas will be an active competitor in the distillate and residual markets, but it should by no means cause a severe dislocation in present refinery plans."

Mr. Smith also touched upon the following in connection with the refining industry's future:

1. **Jet fuel** — He predicted that airline customers "may demand the smoother, speedier, more noiseless flights possible in jet aircraft." Conceding that the situation is a "long range" one, he dropped the hint, however, that refiners "should make sure" to project plans "to take care of such a potentially important future market." He cited recent completion of jet airliners by British and Canadian companies, and "a good deal of work" being done on U.S. commercial jet engines.

2. **Synthetic fuels**—Pointing to the expenditure of "more than $40 million" by oil companies in synthetic fuel research, and to the fact that the companies have built many pilot plants to make liquid fuel from shale, natural gas and coal, Mr. Smith stated:

". . . we are always looking for better ways to manufacture liquid fuels. Whenever it becomes economically worth while to do this from some other raw material (than crude oil) — we'll do it."

3. **Weather** — In discussing the long-range effect of weather on oil company operations, Mr. Smith revealed that Jersey Standard "has recently made a study which seems to show there has been a persistent tendency toward warmer weather in the New York City area in particular, and for the whole country in general during the past 100 years or so."

4. **Residual oil-coal demand**—Mr. Smith asserted that "the decreased consumption of coal last year was not accompanied by an increased use of residual fuel. Actually, there was a decline in the use of residual fuel, even when including imported fuel oil." He pointed to a substantial increase in the demand for natural gas and wider use of Diesel locomotives as helping explain coal's decline.

Sulfur Effect Still Puzzle

The controversy surrounding the effect on engine performance of sulfur content in gasoline remained undecided following presentation of a paper at the May 1-4 meeting concluding that:

". . . the influence of high gasoline sulfur content may vary from a pronounced effect on cylinder and ring wear, at some operating conditions, to no effect under continuous operating conditions at normal engine-operating temperatures."

Report was on a test program jointly supported by API and Society of Automotive Engineers under sponsorship of the Co-ordinating Research Council. Authors of the paper were R. E. Jeffrey, Shell Oil Co., J. B. Duckworth, Standard of Indiana, and E. J. Gay, Detroit consultant.

Admitting that finding of pronounced engine wear from sulfur under some operating conditions "does not check general field-service experience, even in areas where high-sulfur gasolines have been widely used, authors cautioned:

"The engine manufacturer and petroleum refiner may wish to do further work with their own products—using their own test facilities. . ."

Complexity of the gasoline-sulfur problem is shown by the fact that no decision was reached even after an extensive test program. Review of test methods shows that:

"A large number of companies—including the automotive and petro-

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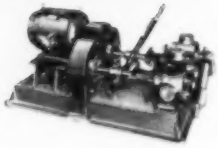

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Oil Men Cited

CLEVELAND — Certificates of appreciation for their work in the field of petroleum refining were awarded by API Division of Refining at its meeting April 3 to Dr. Robert E. Wilson, Indiana Standard board chairman, and Dr. Wilson B. Hart, Atlantic Refining Co.'s superintendent of services.

Dr. Wilson's award was for "his enthusaism and . . . effective work" while serving as vice president for refining in 1947 and 1948 and for his "contributions to the program of cooperation between the Division of Refining and the automotive industry."

Dr. Hart's award was for his numerous contributions in overcoming problems in the field of waste disposal.

leum industries, and several fleet owners—participated directly in laboratory and field service tests; 62 vehicles completed service tests at 7 test sites wherein the effect of two motor-gasoline sulfur levels—roughly 0.10 and 0.25 per cent—on engine wear and cleanliness were compared. A total of 1.5 million test miles—ranging from light-duty, intermittent to heavy-duty, continuous—were accumulated in service. . . The program has covered a period of four and one-half years."

Platformate Test Results

Properties and performance of the new gasoline, "Platformate," were described in another paper presented by J. S. Bogen and V. Haensel, of Universal Oil Products Co. Calling Platforming "an outstanding process for reforming straight-run or a straight-run-heavy thermal cracked blend," the paper concluded:

1. The laboratory knock ratings are upgraded by as much as 50 octane numbers.

2. The lead susceptibility of the product is excellent.

3. The road performance of Platformate is higher than would be predicted from the laboratory knock ratings, in many cases equaling or exceeding the F-1 (research method) octane number.

4. The hydrocarbon composition, isoparaffinic and aromatic, results in the fuel being appreciated by the coming high-compression, high-power engines.

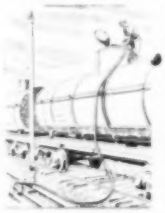
5. Sulfur reduction of 90% or more is obtained.

6. The product is as stable as straight-run. Inhibitor is needed only to stabilize the tetraethyl lead.

The paper points out that its specific values apply only to samples tested, but that trends and differentials are applicable to similar stocks and blends. (For other description of the Platforming process, see NPN April 5, p. 21.)

WHEREVER fuel oil or gasoline is delivered under pressure to customers' tanks, the hose has to be *right!* It has to be static-safe, fast-flowing and flexible—and it can't mark driveways, boat decks or aircraft surfaces. That takes special "know-how" in hose construction—the kind you get in Hewitt-Robins Monarch* brand . . . famous in the marketing of petroleum products.

Monarch is available in four types: 1. Tank Truck Hose, for gasoline delivery to service stations; 2. Fuel Oil & Gasoline Hose, for home delivery, aircraft refueling and launch loading; 3. Truck Transport & Tank Car Hose; 4. Gasoline Pump Hose.



Monarch hose has *everything!* A gasoline-and-oil resistant synthetic tube that won't slough off particles to clog Diesel burner valves or jets . . . *smooth-bore* for fast flow! A triple-braided, high-tensile cord carcass to withstand pressure and suction . . . with a static wire imbedded in the wall! A tough, synthetic cover for heavy-duty service.

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Every one of the 29,970 employees of Standard of California and our subsidiary companies has behind him $41,073 worth of equipment. With it, he produces more and earns more than ever before—his average income last year was $4083.81 in wages.

It is our responsibility to keep his "kit of tools" in excellent shape and provide more if he needs them. To that end, $450,000,000 has been invested in new plants and facilities since the close of the war.

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OF CALIFORNIA
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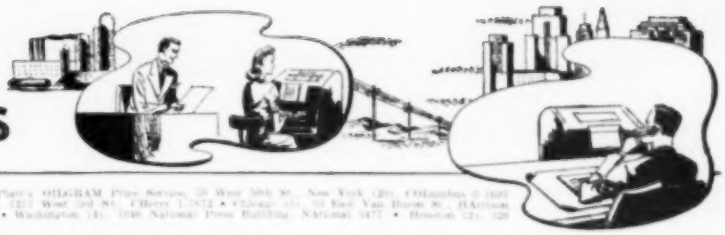
Oil Markets



J. P. Meehan, Jr., Market Editor, NPN and Platt's OILGRAM Price Service, 29 West 39th St., New York (18). Columbus 2-1480; price OILGRAM News Bureau, Cleveland (15), 1223 West 2nd St., CHerry 1-7272 • Chicago (1), 10 East Van Buren St., HArrison 7-5801 • Tulsa (3), 901 World Building, 7-1512 • Washington (4), 1081 National Press Building, NAtional 8477 • Houston (2), 528 First National Bank Bldg., ATwood 9412.

'Gas' Prices Continue to Rise Over Wide Front; Venezuela Strike Threatens Eastern Bunker Supplies

The spotlight again was on gasoline prices the first week in May. General advances in wholesale prices were made by The Texas Co. in Texas and by Standard Oil Co. (Kentucky) throughout its marketing territory.

While price developments centered almost exclusively on gasoline, signs of a firmer position for fuel oils were evident. The general strike in Venezuela threatened to curtail the large quantities of heavy fuel that normally move to the U. S. Eastern Seaboard.

Announcement by Esso Standard that it plans no summer fill heating oil discounts this year came at a time when stocks of distillate oils east of California were about 21 million bbls. lower than this time a year ago.

An advance of 0.5c per gal. in its dealer tank wagon prices for gasoline was made generally by Texaco throughout Texas, east of the Pecos River, effective May 4. The company's new tank wagon price for Fire Chief (regular) is 13.5c, ex 5.5c tax, at Dallas, Fort Worth, Wichita Falls, Amarillo, Tyler, San Angelo, Waco, Austin, Houston, San Antonio and Port Arthur; 15.5c, ex tax, at El Paso. Humble Oil & Refining Co. met the Texaco increase, effective May 8.

In the Southeast, advances of 0.5c per gal. in tank car prices for gasoline at its water terminals, and in amounts ranging from 0.2 to 0.3c in tank wagon prices in the five states where it markets, were made by Standard Oil Co. (Kentucky), effective May 3.

Standard's tank wagon prices were advanced 0.2c per gal. in Kentucky, and 0.3c in Georgia, Mississippi, Alabama and Florida. New prices are shown on p. 55 of this issue. The company's new tank car prices for regular grade are 12.3c at Jacksonville, Port Everglades and Savannah, and 12.1c at Pensacola, Tampa and Mobile.

At the Gulf, prices for cargo quantities of most grades of motor gasoline were up on the low by 0.25c per gal.

Mid-Continent reports indicated that increased domestic demand and the accumulation of material for cargo lifting at the Gulf have further tightened the market for Grade 26-70 natural gasoline. Regular buyers were having trouble in some instances finding the product on the open market. Sales were made at 4.75c, Group 3 basis, and 4.25c, Breckenridge, Tex.

The trend in octane ratings continued higher. The ratings of some premium gasolines offered from Chicago District water terminals and by Central Michigan refiners have reached 90 by the Research method of test, according to a survey by NPN. Top regular grades also are minimum of 84 oct. Research, the survey shows. Gasoline listings for the two areas are revised accordingly beginning with this issue.

The question of imports of foreign oil which has smouldered for some time was about to be thrown in sharp focus by a general strike in the Venezuelan oil fields. The East Coast normally draws a large percentage of its bunker oil supplies from refineries in Curacao and Aruba.

The possibility of oil being cut off by strike in Venezuela had the effect of tightening offerings along the East Coast. Meanwhile, cargo lots of bunker "C" at $1.65 per bbl., the low quoted price at the Gulf, were extremely hard to find. Some East Coast buyers once again were turning to California for supplies.

Construction of 2,000,000 bbls. of additional storage capacity for heating oils along the East Coast is planned by Esso Standard, according to President Stanley C. Hope. This, Mr. Hope said, is the second major step in Esso's tankage-building program begun last year to assure ample supplies of heating oil for its customers during the winter, and will "minimize the need" for discounts at either the wholesale or retail level. "No such (summer fill) discount is contemplated at this time for the coming season," Mr. Hope declared.

Citing the need for additional tankage, Mr. Hope pointed out that the industry's pre-war winter demand exceeded its summer demand "by about 300,000 b/d." Currently, he added, this difference has increased to about "500,000 b/d."

In New England, Socony-Vacuum announced advance in its tank car-truck transport prices for kerosine and No. 2 fuel at Boston and Providence, effective May 9. Company said prices at wholesale level have been lower at these two points than elsewhere in New England. Boston prices are up 0.2c per gal., to 9c for kerosine and 7.8c for No. 2; Providence tank

Summary of Daily Gasoline Prices (May 2 through May 8)

	Monday May 8	Friday May 5	Thursday May 4	Wednesday May 3	Tuesday May 2
Motor Gasoline 93 Oct. R (Premium):					
N. Tex. (For shpt. to Tex.&N.M. dest'ns)	x(1)12.1(1)	(1)11.7-13(1)	(1)11.7-13(1)x	(1)11.7-13.175(1)	(1)11.7-13.175(1)
W. Tex. (For shpt. to Tex.&N.M. dest'ns)	12(1)	----	12(1)	12(1)	12(1)
E. Tex. (Truck Tnsp.)	11.25(1)	11.25(1)	11.25(1)	11.25(1)	11.25(1)
Cent. W. Tex. (Truck Tnsp.)	12(1)	12(1)	12(1)	12(1)	12(1)
Motor Gasoline 88 Oct. R. (Premium):					
Oklahoma (Group 3)	(1)10.5-11.375(1)	(1)10.5-11.375(1)	(1)10.5-11.375(1)	(1)10.5-11.375(1)	x(1)10.5-11.375(1)
Midwestern (Group 3 basis)	(1)10.5-11.375(1)	(1)10.5-11.3.5(1)	(1)10.5-11.375(1)	(1)10.5-11.375(1)	x(1)10.5-11.375(1)
N. Tex. (For shpt. to Tex.&N.M. dest'ns)	(2)11-12.75(1)	(2)11-12.75(1)	(2)11-12.75(1)	(2)11-12.75(1)	(1)11-12.75(1)
W. Tex. (For shpt. to Tex.&N.M. dest'ns)	11.25(1)	----	----	----	----
E. Tex. (Truck Tnsp.)	(1)11-11.25(1)	(1)11-11.25(1)	(1)11-11.25(1)	(1)11-11.25(1)	(1)11-11.25(1)
Cent. W. Tex. (Truck Tnsp.)	11.5(1)	11.5(1)	11.5(1)	11.5(1)	11.5(1)
Motor Gasoline 86 Oct. R (Premium):					
Oklahoma (Group 3)	(1)10.5-11(1)	(1)10.5-11(1)x	(1)10.5-10.875(1)	(1)10.5-10.875(1)	x(1)10.5-10.875(1)
W. Tex. (For shpt. to Tex.&N.M. dest'ns)	x(1)11.25-12(1)	(1)11-11.75(1)	(1)11-11.75(1)	(1)11-11.75(1)	(1)11-11.75(1)
E. Tex. (Truck Tnsp.)	(1)11-12.5(1)	(1)11-12.5(1)	(1)11-12.5(1)	(1)11-12.5(1)	(1)11-12.5(1)
Motor Gasoline 84 Oct. R (Regular):					
N. Tex. (For shpt. to Tex.&N.M. dest'ns)	(1)10.75-11(1)	(1)10.75-11(1)	(1)10.75-11(1)x	(1)10.75-11.175(1)	(1)10.75-11.175(1)
W. Tex. (For shpt. to Tex.&N.M. dest'ns)	----	10.25(1)	10.25(1)	10.25(1)	10.25(1)
E. Tex. (Truck Tnsp.)	10(1)	10(1)	10(1)	10(1)	10(1)
Cent. W. Tex. (Truck Tnsp.)	11.25(1)	11.25(1)	11.25(1)	11.25(1)	11.25(1)
Motor Gasoline 82 Oct. R (Premium):					
Oklahoma (Group 3)	(4)9.75-10.125(2)	(4)9.75-10.125(2)	(4)9.75-10.125(1)	x(4)9.75-10.125(1)	(1)9.625-10.125(2)
Midwestern (Group 3 basis)	(5)9.75-10.25(1)	(5)9.75-10.25(1)x	(5)9.75-10.125(1)	x(5)9.75-10.125(1)	(1)9.625-10.125(1)
N. Tex. (For shpt. to Tex.&N.M. dest'ns)	(2)10-11.7(1)x	(1)10-10.75(1)	(1)10-10.75(1)	(1)10-10.75(1)	(1)10-10.75(1)
W. Tex. (For shpt. to Tex.&N.M. dest'ns)	10.25(1)	----	----	----	----
E. Tex. (Truck Tnsp.)	(1)10-10.75(2)	(1)10-10.75(2)	(1)10-10.75(2)	(1)10-10.75(2)	(1)10-10.75(2)
Cent. W. Tex. (Truck Tnsp.)	10.5(1)	10.5(1)	----	10.5(1)	----
Motor Gasoline 80 Oct. R (Regular):					
Oklahoma (Group 3)	(1)9.75-10(1)x	(1)9.75-10(1)x	(1)9.75-9.875(1)	x(1)9.75-9.875(1)	(1)9.625-9.875(1)
N. Tex. (For shpt. to Tex.&N.M. dest'ns)	----	10(1)	10(1)	10(1)	10(1)
W. Tex. (For shpt. to Tex.&N.M. dest'ns)	x(1)10.25-11(1)x	(1)10-10.75(1)	(1)10-10.75(1)	(1)10-10.75(1)	(1)10-10.75(1)
E. Tex. (Truck Tnsp.)	(1)10-11(1)	(1)10-11(1)	(1)10-11(1)	(1)10-11(1)	(1)10-11(1)
Cent. W. Tex. (Truck Tnsp.)	----	----	----	----	10.5(1)
Motor Gasoline 60 Oct. M & below:					
Oklahoma (Group 3)	(1)8.875-9.5(1)	(1)8.875-9.5(1)	(1)8.875-9.5(1)	(1)8.875-9.5(1)	(1)8.875-9.5(1)
Midwestern (Group 3 basis)	(1)9-9.5(1)	(1)9-9.5(1)	(1)8.875-9.5(1)	(1)8.875-9.5(1)	(1)8.875-9.5(1)
N. Tex. (For shpt. to Tex.&N.M. dest'ns)	(1)9.375-10.8(1)x	(1)9.375-10.3(1)	(1)9.375-10.3(1)	(1)9.375-10.3(1)	(1)9.375-10.3(1)
W. Tex. (For shpt. to Tex.&N.M. dest'ns)	x(1)9.625-10.25(1)x	(1)9.375-10(2)	(1)9.375-10(2)	(1)9.375-10(2)	(1)9.375-10(2)
E. Tex. (Truck Tnsp.)	(1)9.25-10.5(1)	(1)9.25-10.5(1)	(2)9.25-10.5(1)	(2)9.25-10.5(1)	(1)9.25-10.5(1)
Cent. W. Tex. (Truck Tnsp.)	(1)9.5-10.4(1)	(1)9.5-10.4(1)	(1)9.5-10.4(1)	(1)9.5-10.4(1)	(1)9.5-10.4(1)
Motor Gasoline 93 Oct. R (Premium):					
New York harbor	(1)12.6-15.6(1)	(1)12.6-15.6(1)	(1)12.6-15.6(1)	(1)12.6-15.6(1)	(1)12.6-15.6(1)
New York harbor, barges	(1)12.5-14.1(1)	(1)12.5-14.1(1)	(1)12.5-14.1(1)	(1)12.5-14.1(1)	(1)12.5-14.1(1)
Philadelphia	(1)13.2-15(1)	(1)13.2-15(1)	(1)13.2-15(1)	(1)13.2-15(1)	(1)13.2-15(1)x
Philadelphia, barges	(1)13.1-13.25(1)	(1)13.1-13.25(1)	(1)13.1-13.25(1)	(1)13.1-13.25(1)	(1)13.1-13.25(1)
Baltimore	(1)12.5-14.3(1)	(1)12.5-14.3(1)	(1)12.5-14.3(2)	(1)12.5-14.3(2)	(1)12.5-14.3(2)
Baltimore, barges	(1)12.4-13.25(1)	(1)12.4-13.25(1)	(1)12.4-13.25(1)	(1)12.4-13.25(1)	(1)12.4-13.25(1)
Motor Gasoline 90 Oct. R (Premium):					
New York harbor	(1)12.6-15.6(1)	(1)12.6-15.6(1)	(1)12.6-15.6(1)	(1)12.6-15.6(1)	(1)12.6-15.6(1)
New York harbor, barges	(1)12.5-13.4(1)	(1)12.5-13.4(1)	(1)12.5-13.4(1)	(1)12.5-13.4(1)	(1)12.5-13.4(1)
Philadelphia	(1)13.2-13.35(1)	(1)13.2-13.35(1)	(1)13.2-13.35(1)	(1)13.2-13.35(1)	(1)13.2-13.35(1)
Philadelphia, barges	(1)13.1-13.25(1)	(1)13.1-13.25(1)	(1)13.1-13.25(1)	(1)13.1-13.25(1)	(1)13.1-13.25(1)
Baltimore	(1)12.5-14.05(1)	(1)12.5-14.05(1)	(1)12.5-14.05(1)	(1)12.5-14.05(1)	(1)12.5-14.05(1)
Baltimore, barges	12.4(1)	12.4(1)	12.4(1)	12.4(1)	12.4(1)
Motor Gasoline 86 Oct. R (Regular):					
New York harbor	(1)11.6-14.1(1)	(1)11.6-14.1(1)	(1)11.6-14.1(1)	(1)11.6-14.1(1)	(1)11.6-14.1(1)
New York harbor, barges	(1)11.5-12(1)	(1)11.5-12(1)	(1)11.5-12(1)	(1)11.5-12(1)	(1)11.5-12(1)
Philadelphia	(1)12.2-13.5(2)	(1)12.2-13.5(2)	(1)12.2-13.5(2)	(1)12.2-13.5(2)	x(1)12.2-13.5(2)
Philadelphia, barges	12.1(1)	12.1(1)	12.1(1)	12(1)	x12.1(1)
Baltimore	(1)11.5-13.05(1)	(1)11.5-13.05(1)	(1)11.5-13.05(1)	(1)11.5-13.05(1)	(1)11.5-13.05(1)
Baltimore, barges	(1)11.4-12(1)	(1)11.4-12(1)	(1)11.4-12(1)	(1)11.4-12(1)	(1)11.4-12(1)
Motor Gasoline:					
Western Penna., Bradford-Warren:					
86 Oct. R (Prem)	14(2)	14(2)	14(2)	14(2)	14(2)
83 Oct. R (Regular)	12.75(2)	12.75(2)	12.75(2)	12.75(2)	12.75(2)
Western Penna., Oil City:					
86 Oct. R (Prem)	(1)13.2-13.7(1)	(1)13.2-13.7(1)	(1)13.2-13.7(1)	(1)13.2-13.7(1)	(1)13.2-13.7(1)
83 Oct. R (Regular)	(1)12.2-12.7(1)	(1)12.2-12.7(1)	(1)12.2-12.7(1)	(1)12.2-12.7(1)	(1)12.2-12.7(1)
Western Penna., Pittsburgh:					
86 Oct. R (Prem)	13(1)	13(1)	13(1)	13(1)	13(1)
83 Oct. R (Regular)	----	----	----	----	----

Note: Research octane ratings, indicated by the letter "R", are minimum ratings. Motor method octane ratings, where used, are indicated by the letter "M".

car prices are up 0.25c to same levels as at Boston, with yard prices also up 0.25c to 9.6c for kerosine, 8.2c for No. 2.

Lubricating oil prices showed some signs of strength for the first time in many months. Penna. Grade neutrals were advanced generally 0.5c per gal., and 25 p.t. bright stock was up 0.5c to 17c.

Solvent lube oils were growing scarce, according to a number of reports. On the Eastern Seaboard, one major said he was sold up on solvent oils into June. This was a sharp reversal of the situation several months ago when suppliers deplored the opening of each new solvent plant; at that time, they feared a glutted market.

Wax prices continued "to move sidewise," as one major put it. There were no new developments price-wise. Orders picked up somewhat, but supply appeared ample for demand, according to most reports.

GULF COAST

Gasoline Prices Again Advance 0.25c

For the third week in succession prices for cargo lots of gasoline advanced generally 0.25c per gal. at the Gulf and other products, notably fuel oils, No. 2 and bunker "C" were "unseasonably strong." Two refiners increased their residual prices 10c per bbl.

The advancing trend in gasoline prices, instead of bringing out new offerings, appeared to spotlight the fact that practically no "quality" material was available for May or June. Most of the Independent refiners said they were sold up for the time being, and major suppliers either were in balance or veered toward the buying side. One major refiner, in the market to supplement his own manufacture, said he was looking for "top-grade" gasoline, and "not a lead solution." He said, however, that the few offerings available were below 86 oct. Research, and contained "large quantities" of lead.

What gasoline was offered was bid for actively by buyers. Two bids of 10.625c were reported for a cargo of

Explanations of Price Tables

The reader's attention is directed to the following explanations which apply to the Summary of Daily Gasoline Prices appearing on page 46 and the price tables appearing on pages 50-55 of this issue:

The letter "X" indicates a change in price; if the change is on the low of the price range, the "X" is adjacent to the low; if the change is on the high of the price range, the "X" is adjacent to the high; a change from one flat price to a higher or lower flat price, or elimination of the low of a price range, is indicated with an "X" to the left of the new price; elimination of the high of a price range, is indicated with an "X" to the right of the new price.

In the Gulf Coast Cargo price table on page 53, the parenthetical figures after each price indicate the number of companies quoting that price.

In all other price tables, the parenthetical figures before and after prices indicate the number of companies quoting the lows and the highs of the price ranges; no attempt is made to indicate the number of companies whose prices are within the lows and the highs, and therefore no attempt is made to indicate the number of companies contacted for prices for each product. Nearly 200 primary suppliers (refiners and tanker terminal operators), plus an even larger number of other sources (jobbers, compounders, consumers, distributors, brokers, tank car marketers, etc.) are contacted for prices at regular intervals.

85 oct. Research regular gasoline, with 3 c.c.'s of lead. The cargo later was sold at 10.75c.

Premium gasoline prices, 93 oct. Research, ranged upward from 11.75c, and from 11.25c per gal. for 90.

Prices quoted for regular gasoline testing 86 oct. Research ranged upward from 10.75c per gal., and 70-72 oct. M leaded gasoline was quoted from 9.25 to 9.5c.

While interest in gasoline dominated the market, suppliers and cargo traders noted also that fuel oils showed none of the seasonal softness of a year ago. One major said his regular customers were taking "every drop" of No. 2 fuel he was able to make, and another declared that he was unable to make available more than half a cargo for early lifting.

Advance of 10c per bbl. to $2.35 in his price for 0-10 p.t. No. 5 oil was reported by an Independent. A major refiner boosted his price for bunker "C" fuel oil from $1.65 to $1.75 per bbl.

The spring season, instead of bringing about declines in demand for residual, saw more active interest on the part of buyers than in some time. Moreover, the threat of curtailed supplies from Venezuela because of a general strike brought additional buyers to the Gulf market. Two East Coast buyers, one in Boston and one at New York Harbor, were reported to have entered the West Coast market. At the Gulf, prompt bunker "C" oil at $1.65 was especially scarce, traders said.

WESTERN PENNA.

Neutrals and Bright Stock Advance 0.5c

Neutral oils and bright stock were priced 0.5c higher in Western Penna. the first week of May. Increased quotations reported by several refiners followed advance of 11c per bbl. in crude price made by South Penn and other major buyers in the field, effective May 1. While considerable inter-refinery trading was reported, little increase was seen in demand for lubes from the jobbing and compounding trades. Some slackening in demand for fuel oil from distributors was indicated. Fuel oils were priced 0.25c lower in Bradford-Warren district. Good demand for gasoline and naphthas was reported by most refiners.

Opinion was widely expressed by the trade that generally strengthened position of lubricating oils resulted from curtailed production due to strike at Quaker State plants. Bright stock and neutral inventories both were more than 100,000 bbls. less for the field as a whole than a year ago, according to reports.

Refiners quoted 25 p.t. bright stock from 17 to 18c, 25 p.t. 200 vis. neutral from 17 to 18c, and 25 p.t. 150 vis. neutral from 15 to 16.5c, all up 0.5c from previously reported low prices. Low pour neutrals also were quoted 0.5c higher. One refiner advanced his prices 1c for 25 pour 150 and 200 neutral, 25 pour bright stock, and all grades of cylinder stocks.

Neutral and bright stock were "increasingly difficult to obtain" according to some refiner-buyers, and a general stiffening of prices at inter-refinery levels was indicated. At end of week, one refiner disclosed purchase of 2 cars of 25 pour bright stock at 16.5c, and declared he was unable to buy 25 pour 200 neutral "below 17c", the low price quoted to the trade. Another refiner disclosed sale for May shipment of "fairly large" quantity of 25 pour 150 neutral at 16.5c. Heavy branded motor oil sales were reported.

Fuel oil, No. 2, was offered at 9c, 36-40 grav. oil at 8.75c, in Bradford-Warren district, both down 0.25c. While over-all demand for fuel oils has decreased with end of heating season, shipments to industrial accounts continued good, some refiners stated. Prolonged cold weather of recent past and added demand from industry due to coal strike during winter months had depleted fuel oil stocks, it was said.

Increased buying of scale wax was reported by some sellers. One refiner said he was sold up "well into June." Refiners of petroleum reported heavy sales, especially of amber grade. One disclosed recent shipments of amber at 4c; quotations ranged upward from 3.875c.

ATLANTIC COAST

Gasoline Demand Rises; Heavy Fuel Strong

Late April's rise in gasoline prices spread to the Southeast the first week in May when Standard Oil Co. (Kentucky) increased its seaboard terminal tank car prices 0.5c per gal. While there were only scattered changes in fuel oil prices, residuals were reported in tighter supply than recently.

Standard's tank car prices for Crown (regular-grade) gasoline, after 0.5c advance on May 3, were 12.3c per gal. at Jacksonville, Port Everglades and Savannah, and 12.1c at Pensacola, Tampa and Mobile.

The increase was met by a number of major and Independent suppliers at points where they market in the Southeast. However, one major said he was holding off increasing his prices because of the "confusion" arising from price wars at several points in Florida.

At Boston, price generally quoted for 86 oct. Research regular-grade gasoline was 13.2c per gal., up 0.7c.

Fuel oil reports were mixed, for No. 2 was subject to occasional "shading," whereas residual oils were offered more sparingly than in the recent past. With almost 40% of the East Coast bunker supplies reported coming from the Caribbean area, the outbreak of strike in Venezuela caused many suppliers to withdraw general offerings. One upstate New York reseller, about to enter the heavy fuel business, made inquiry at New York Harbor for 200,000 bbls. of No. 6 in barge lots.

Advance of 15c per bbl. to $2.65 in his barge price for 0-10 p.t. No. 5 oil was made by a large New York Harbor Independent. No. 5 oil, along with bunker "C", was tightening up, this supplier said.

Trading was extremely slow. There were the begin-

nings of interest in purchases of No. 2 fuel for stockpiling. On the other hand, a number of resellers said they were keeping their stocks low. They reasoned that warmer weather may bring out lower prices for No. 2. There were occasional reports of "shading" at New York and Boston, but most suppliers said prices were unusually steady for the end of the heating season. If gasoline demand is heavy this summer, there is the prospect of a firm summer market for No. 2, one major declared.

NPN Gasoline Index

	Cents Per Gal. Dealer T.W.	Cents Per Gal. Tank Car
May 8	15.06	11.16
Month Ago	14.72	10.84
Year Ago	15.21	11.18

Dealer index is an average of "undivided" dealer prices ex tax in 50 cities.

Tank car index is weighted average of following wholesale markets for regular-grade gasoline, FOB refineries or terminals: Okla., Midwestern, W. Penn., Calif., N. Y. Harbor, Philadelphia, Jacksonville, Boston and Gulf Coast.

MID-CONTINENT

Heavy Fuel, Gasoline Prices Rise

Upward trend in motor gasoline and heavy fuel prices continued during the first week of May in most Mid-Continent districts. Open market demand generally centered around premium-grade gasoline and residual fuel. Lubricating oils were said to be "slightly stronger."

No. 6 fuel ranged upward from $1.60 per bbl. in most areas, and bids of 10 to 15c per bbl. "over the low" generally were offered by buyers for low sulfur oil. One refiner in Oklahoma said he had been offered $1.75 per bbl., high of the price range in that area.

Two small sales of No. 6 fuel were made by one refiner in Oklahoma and one in Kansas in the open market. In both cases, the fuel contained less than 1% sulfur, and sold at $1.70 per bbl., FOB refinery. Otherwise, open market trading continued relatively quiet.

Premium-grade gasoline was "tight" in North Texas, Oklahoma and Kansas, according to several refiners. Although demand from northern buyers still was not too strong, shipments to local customers were heavy. Several more refiners said they were in market as gasoline buyers; one in North Texas declared he was having to prorate regular-customer shipments.

Gasoline prices ranged higher in most districts when a number of refiners raised their quotations from 0.125 to 0.25c per gal. In Oklahoma, premium ranged from 10.5c upward, and regular from 9.75c upward. In most other areas, premium was not priced lower than 11c, and regular 10c. Demand for cycled gasoline was stronger, too, according to several brokers. It was difficult, they stated, to buy this type material at less than 8.5c, Group 3 basis, for resale.

Solvent bright stocks were somewhat stronger, according to reports generally. One refiner, who had been offering 1.5c discount from his 19c bright stock price, to certain buyers, was said to have reduced his discount to 1c. Considerable volume of export orders caused a drop in amount of "distress" material available, according to other sources. Neutral oils still were said to be "a bit weak," and prices for some solvent refined grades ranged lower.

There was little activity in burning oils, but most refiners said orders from regular customers were in fair volume.

MIDWESTERN (Chicago-E. St. Louis Area)

Gasoline, No. 6 Prices Range Higher

Three grades of refined gasoline were priced higher in the Midwest last week following advances in quotations by most refiners. Heavy fuel also was quoted higher, while No. 2 fuel was down 0.125c.

Open market traders said that concurrent with higher prices for refined gasoline, cycled gasoline also had tightened up.

Refiners' Group 3 quotations for premium-grade 88 Research oct. gasoline ranged from 10.5 to 11.375c, Group 3, up 0.125c on the low. Regular-grade 82 Research oct. ranged from 9.75 to 10.25c, up 0.125c on both low and high of range. Third-grade (60 M & below) gasoline also was higher with an increase of 0.125c on the low to 9c. Other refiners quoted up to 9.5c, Group 3, for third-grade gasoline.

Refiners and tank car marketers reported "considerable strengthening" of prices for cycled gasoline. One refiner said he had been quoted 8.5c, Group 3, for resale, on cycled regular-grade gasoline from North Texas plants. Two tank car marketers reported offering same product at 8.625c, Group 3 basis, while a third quoted 8.75c.

Refiners' quotations for No. 6 fuel were up 5c to $1.60 per bbl., Group 3. Demand for No. 6 was confined mostly to low (max. 1%) sulfur oil, according to Chicago tank car marketers.

Total of 20,000 bbls. of low sulfur No. 6 were purchased at $1.60, $1.65 and $1.70 per bbl. for resale and May shipment. While most Midwest refiners said they were short of No. 6, traders disclosed additional offerings at $1.65 and $1.70 per bbl.

Sale of 7,000 bbls. of high sulfur No. 6 was revealed by a marketer at $1.60, Group 3, while a secondary supplier disclosed buying 7,000 bbls. at $1.60 per bbl. for resale. Several trade sources said No. 6 fuel with more than 1% sulfur was available to resellers upward from $1.50 per bbl., Group 3.

Light fuels generally lagged, but some traders said there was a small season-end demand for "bargains." Some one and two-car lot sales were reported by marketers at 7.125c, Group 3, for No. 2 fuel and 7.875c, Group 3, for range oil. Midwest refiners' Group 3 prices for No. 2 ranged from 7.375c to 7.875c, down 0.125c on the low. Refiner making reduction in his No. 2 quotation also reported sales at his new price.

Crude Oil Prices

No changes reported in crude oil prices in week ended May 6. For complete crude price schedules see p. 64-65 of April 26 NPN.

CENTRAL MICHIGAN

Gasoline Demand Rises; Heavy Fuel Strong

Demand for gasoline rose in Central Michigan during the first week of May, and refiners' reports mostly indicated inventories were being held closely. Heavy fuels were strong and demand remained ahead of production. Refiners said customer requirements of light fuels about balanced production.

Gasoline was strong. Two refiners said their inventories were low and others reported they had none to offer in open market. One refiner disclosed he had been forced, because of supply position, to turn down a "fair bid" for 10,000 bbls. of regular-grade gasoline for forward shipment.

While prices for all products were unchanged, heavy fuel was "strong." Advance in Detroit terminal prices of 0.25c to 7.75c per gal. for No. 6 and 8c for No. 5, was being felt throughout Michigan. Most Central Michigan refiners said demand for heavy fuel exceeded production. Refiners' quotations for No. 6 ranged from 6.5 to 7.5c; No. 5 from 6.75 to 8c, FOB refineries.

CHICAGO DISTRICT

Prices Higher for Several Products

Prices were higher for several products in the Chicago District the first week of May. Gasoline was tighter, according to reports, and inventories on some grades of burning oil were barely sufficient to meet the late season demand.

Gasoline inventories at water terminals and refineries were on the decline and open market traders said the volume of material available to them had lessened perceptibly since the first of the month. They blamed current "low" level of tank wagon prices at Chicago, which they said prevented "replacement" gasoline from coming up from the Gulf Coast for the tightening of supplies.

Prices for 88 Research oct. premium gasoline ranged from 12.25 to 12.625c, FOB Chicago District, up 0.375c on the high; 82 Research oct. regular was quoted at 11.5 to 11.625c, up 0.125c on the high. Prices for 90 oct. premium were unchanged, ranging from 12.62 to 12.75c, and 84 oct. regular was quoted by two suppliers at 11.625c.

There appeared to be no easing of the tight heavy fuel market which has existed for several months. One large seller advanced his quotation for No. 6 oil 0.1 to 6.45c per gal., FOB Terminal; quotations of other suppliers ranged up to 6.92c.

One supplier also withdrew from the No. 2 fuel market for lack of supplies. Prices ranged from 9.2 to 10.125c, up on the low from 9.15c.

Demand Will Rise 5.7% in 1950 For All Oils, IPAA Predicts

A 5.7% greater total U.S. demand for oils in 1950 was predicted by the Independent Petroleum Assn. of America on May 8.

Other developments in the supply and demand picture during the past week included:

1. Drop in gasoline stocks of 2,611,000 bbls.

2. Six more states and the District of Columbia report gasoline consumption increases in February, 1950; one state showed a decrease.

3. Demand currently is exceeding supply of oil products in California by 67,000 b/d.

Stocks of three principal oil products decreased during the week ended April 29 as compared with previous week. Kerosine was the sole product having an inventory boost. Summary of production and stock figures reported by the American Petroleum Institute follows:

Refining Operations Summary
(U. S. totals—B. of M. basis)
(Thousands of bbls.)

Production	Week Ended April 29	Week Ended April 22	Increase or Decrease
Crude runs—daily avg.	5,314	5,266	+48
Foreign crude included	466	366	+129
Percent operated	89.8	89.0	+0.8
Gasoline	18,038	17,652	+386
Kerosine	2,029	1,872	+157
Gas oil & dist. fuel	6,531	7,167	−636
Residual fuel oil	7,272	7,688	−416
Stocks			
Finished & Unfinished gasoline	128,655	131,266	−2,611
Kerosine	12,825	12,433	+392
Gas oil & dist. fuel	36,686	37,121	−435
Residual fuel oil	39,260	39,767	−507

(Detailed statistics on p. 56-57

Days' supply lagged for all four principal oil products. Details follow:

Days' Supply

Products	Week Ended 4-30-49	Week Ended 4-29-50
Finished & unfinished gasoline	47	46
Kerosine	110	63
Gas oil & distillate fuel	81	36
Residual fuel oil	50	31

These are NPN calculations.

For 1950 week shown in table, U. S. total stocks figures (API) were translated into terms of days supply on basis of Bureau of Mines demand forecast for second quarter of 1950.

For 1949 week shown, year ago API stocks figures have been divided by bid average of actual demand reported by Bureau of Mines for April, May and June 1949.

The IPAA said that the oil supply required to meet the 5.7% estimated higher total U.S. demand must average 6,421,000 b/d and that this figure would rise to 6,638,000 b/d in first quarter of 1951 (see table below).

The association reported that if imports plus U.S. output of natural gasoline and imports plus U.S. output of natural gasoline and allied products continued at their first quarter 1950 levels, this year's demand for domestic crude (in b/d) would be as follows:

1st qrtr.	4,919,000
2nd qrtr.	5,100,000
3rd qrtr.	5,159,000
4th qrtr.	5,353,000

Total demand for gasoline was figured as rising 3.4% over 1949; kerosine, 12.8%; distillate, 15.6%; residual, 4.2%, and other, 2.1%.

Supply and Demand Forecast
(Figures in thousands of B/D)

Demand	Year 1949 Actual	1st Q. 1950 Estimate	2nd Q. 1950	3rd Q. 1950	Forecast 4th Q. 1950	Year 1950	1st Q. 1951
Gasoline	2609	2355	2860	2895	2680	2698	2440
Kerosine	288	440	225	225	400	325	470
Distillate	932	1435	800	775	1300	1077	1550
Residual	1242	1705	1500	1300	1505	1451	1630
Other	808	840	820	1015	900	917	840
Total Demand	6119	6775	6105	6210	6795	6488	6905
Exports (included above)							
Gasoline	108	65	70	70	65	68	60
Kerosine	7	5	5	5	5	5	5
Distillate	43	35	25	25	25	27	25
Residual	33	35	30	30	30	31	30
Other products	53	50	50	45	40	46	40
Crude	91	75	80	80	70	76	65
Total Exports	327	265	260	255	235	253	225
Domestic Demand	5792	6510	5845	5955	6560	6215	6680
TOTAL STOCK CHANGES	−7	−566	+285	+239	−152	−47	−267
TOTAL NEW SUPPLY REQUIRED	6112	6209	6390	6449	6643	6421	6638
Closing Stocks (millions bbls.)							
Gasoline	111.5	135.5	120.0	105.0	112.0	112.0	135.0
Kerosine	20.9	12.5	20.0	28.0	21.0	21.0	14.0
Distillate	75.2	38.5	57.0	82.0	72.0	72.0	40.0
Residual	60.2	41.0	51.0	60.0	55.0	55.0	45.0
Other products & natural	81.8	83.0	83.0	82.0	81.0	81.0	83.0
Crude	253.4	241.5	245.0	245.0	245.0	245.0	245.0
Total Stocks	603.0	552.0	578.0	608.0	586.0	586.0	562.0

The API reported gasoline consumption figures for seven more states and the District of Columbia as follows (in thousands of gallons):

February Gasoline Consumption

	1950	1949	% Change
Delaware	6,487	5,866	+10.6
District of Columbia	14,587	12,877	+13.3
Kansas	45,315	38,822	+16.7
Maine	13,669	13,039	+4.8
Massachusetts	65,165	60,297	+8.1
Montana	10,021	9,579	+4.6
Virginia	55,498	50,561	+10.6
West Virginia	23,343	24,193	−3.5

Oil Price Index Up 0.8%

NPN News Bureau

WASHINGTON—Over-all oil price index as compiled by Bureau of Labor Statistics during week ended May 2 rose 0.8%, caused primarily by sharp hike of 9.6% in index for natural gasoline.

BLS complete wholesale oil price index—with three official changes made by BLS in its April 25 figures—is shown below (1947 equals 100):

Commodity	May 2, 1950	April 25, 1950	May 3, 1949	% Change April 25, 1950 to May 2, 1950
Crude and products	114.0	114.0*	112.2	+0.8
Crude	132.5	132.5	133.1	
Refined products	111.6	110.5*	108.1	+1.0
Gasoline	124.1	122.2*	123.3	+1.6
Kerosine	118.1	118.1	117.8	
Distillate fuels	118.3	118.3	119.1	
Residual fuels	89.5	89.5	74.8	
Lubricating oils	57.5	57.2	61.9	+0.5
Natural gasoline	77.6	70.8	66.7	+9.6

* BLS correction

While not on comparable basis with above oil index, Bureau's wholesale index for all commodities (about 900 using 1926 as base year) was up 0.4% at 154.3 for week ended May 2.

OIL PRICE SECTION

Prices at Refineries and Terminals and by Tank Wagon

PRICES IN EFFECT MAY 8

Prices herewith are reproduced from Platt's OILGRAM Daily Oil Price Service, associated with National Petroleum News, whose representatives in all NPN-OILGRAM offices devote their time exclusively to reporting oil industry prices everywhere.

Prices shown in tables are sales prices or quotations or general offers or posted prices by refiners, by pipeline terminal operators, and by tanker terminal operators; for current sales and shipments; for the business day or period stated; except Tank Wagon prices, prices are for bulk lots such as tank car, truck transport, barge; prices applying to barges or cargoes or truck transport lots only, so designated; FOB refineries or terminals; in cents per gal., except per bbl. where $ sign is shown; wax and petrolatums in cents per pound; ex all fees and taxes; for crude oil and its products lawfully produced and transported; reported as received by *OILGRAM* and National Petroleum News but not guaranteed; for subscribers' private use only and not for resale of distribution or publication. During periods of short supply, some sellers, and at times all sellers, withhold quotations to new customers or the posting of firm prices but give *OILGRAM* the prices they otherwise would quote to the trade in general and which they confine to their regular customers only. Octane ratings are ASTM; Research Method ratings, indicated by letter R, are minimum ratings; Motor Method ratings are indicated by letter M. Parenthetical figures before and after prices indicate number of companies quoting the lows and highs of the ranges. For further details of price conditions apply to any *NPN—OILGRAM* office or see back of any *OILGRAM* Price Service invoice.

For complete price service delivered daily from nearest *OILGRAM* publishing office, New York, Cleveland and Houston, address Platt's Price Service, Inc., 1213 West 3rd St., Cleveland (13), Ohio. Annual subscription rate in U. S.: $150 per year, payable in advance.

GASOLINE

OKLAHOMA (Group 3)

88 Oct. R Prem.	x(1)10.5-11.375(1)
86 Oct. R Prem.	x(1)10.5-11(1)x
82 Oct. R Reg.	x(4)9.75-10.125(2)
80 Oct. R Reg.	x(1)9.75-10(1)x
60 Oct. M & below	x(1)8.875-9.5(1)

MIDWESTERN (Group 3 basis)

88 Oct. R Prem.	x(1)10.5-11.375(1)
82 Oct. R Reg.	x(5)9.75-10.25(1)x
60 Oct. M & below	x(1)9-9.5(1)

N. TEX. (For shpt. to Tex. & N.M. dest'ns.)

93 Oct. R Prem.	x(1)12-13(1)x
88 Oct. R Prem.	(2)11-12.75(1)
84 Oct. R Reg.	(1)10.75-11(1)x
82 Oct. R Reg.	(2)10-11.7(1)x
80 Oct. R Reg.	.....
60 Oct. M & below	(1)9.375-10.8(1)x

W. TEX. (For shpt. to Tex. & N.M. dest'ns.)

93 Oct. R Prem.	12(1)
88 Oct. R Prem.	11.25(1)
86 Oct. R Prem.	x(1)11.25-12(1)x
84 Oct. R Reg.	.....
82 Oct. R Prem.	10.25(1)
80 Oct. R Reg.	x(1)10.25-11(1)x
60 Oct. M & below	x(1)9.625-10.25(1)x

E. TEX. (Truck tranpt.)

93 Oct. R Prem.	11.25(1)
88 Oct. R Prem.	(1)11-11.25(1)
86 Oct. R Prem.	(1)11-12.5(1)
84 Oct. R Reg.	10(1)
82 Oct. R Reg.	(1)10-10.75(2)
80 Oct. R Reg.	(1)10-11(1)
60 Oct. M & below	(1)9.25-10.5(1)

CENT. W. TEX. (Truck Transpt.)

93 Oct. R Prem.	12(1)
88 Oct. R Prem.	11.5(1)
84 Oct. R Reg.	11.25(1)
82 Oct. R Reg.	10.5(1)
80 Oct. R Reg.	.....
60 Oct. M & below	(1)9.5-10.4(1)

ARK. (For shipment to Ark. & La.)

86 Oct. R Prem.	x(1.125)(1)
80 Oct. R Reg.	x(0.125)(1)
68 Oct. M & below	x0(1)

KANSAS (For Kansas destinations only)

88 Oct. R Prem.	x(1)11-11.2(1)x
86 Oct. R Prem.	x(1)11-12(1)
82 Oct. R Reg.	x(1)10-10.2(1)x
80 Oct. R Reg.	x(1)10-11(1)
60 Oct. M & below	x(1)9.2-10.187(1)

WESTERN PENNA. Bradford-Warren:

86 Oct. R Prem.	14(2)
83 Oct. R Reg.	12.75(2)

Oil City:

86 Oct. R Prem.	(1)13.2-13.7(1)
83 Oct. R Reg.	(1)12.2-12.7(1)

Pittsburgh:

86 Oct. R Prem.	13(1)
83 Oct. R Reg.	.....

CENTRAL MICHIGAN (FOB Central Michigan refineries)

90 Oct. R Prem.	(1)13.25-13.75(1)
88 Oct. R Prem.	(1)12.5-13.75(1)
84 Oct. R Reg.	(1)12-12.75(1)
82 Oct. R Reg.	(1)11.75-12(1)
Str. run gasoline, excl. Detroit shpt.	(4)10-11.625(1)

OHIO—Quotations of S. O. for delivery to Ohio points:

83 Oct. R Reg.	13

CALIFORNIA

Los Angeles dist.:	
80-82 Oct. M Prem.	x(1)12.5-16.1(1)
74-76 Oct. M Reg.	x(1)11-13.6(2)
San Fran. dist.:	
80-82 Oct. M Prem.	(1)15.85-16.6(1)
74-76 Oct. M Reg.	(1)13.85-14.1(1)
San Joaquin Valley:	
80-82 Oct. M Prem.	(1)15.85-16.6(1)
74-76 Oct. M Reg.	(1)13.85-14.1(1)

LUBRICATING OILS

WESTERN PENNA.

Prices are for sales made, or offers reliably reported, to jobbers & compounders only.

VISCOUS NEUTRALS—No. 3 col. Vis. at 70° F. 200 Vis. (180 at 100°): 420-425 fl.

0 p.t.	x20.5(2)
10 p.t.	x19.5(2)
15 p.t.	x18.5(2)
25 p.t.	(4)17-18(3)

150 Vis. (143 at 100°): 400-405 fl.

0 p.t.	x18.5(2)
10 p.t.	x17.5(2)
15 p.t.	x16.5(2)
25 p.t.	(3)15-16.5(1)x

Bright Stock.

145-155 vis. at 210°, 540-550 fl., No. 8 col.

10 p.t.	x19.5(2)
15 p.t.	x18.5(2)
25 p.t.	x17-18

CYLINDER STOCKS:

600 S.R. filterb'l.	(3)11-12.5(2)
650 S.R.	(3)12-13.5(2)
600 fl.	(3)14-18(1)
650 fl.	(3)16-17(1)x

MIDCONTINENT LUBES

FOB Tulsa basis. Bright Stocks, vis. at 210°, Neutrals, vis. at 100°, 0-10 p.p.

Neutral Oils—Conventional Pale Oils	Col.	
60-85 vis.	2	(1)10-11(1)
86-110 vis.	2	(2)10.5-11.25(1)
150 vis.	3	11.5(2)
180 vis.	3	(1)11.5-11.75(1)
200 vis.	3	(1)11.5-12.5(1)
250 vis.	3	x(1)12.25-14(1)
280 vis.	3	x(1)12.75-14(1)
300 vis.	3	x(1)13-13.5(1)

Bright Stock—Conventional

200 vis. D:	
10-25 p.p.	21(1)
150-160 vis. D:	
0-10 p.p.	17(2)
10-25 p.p.	(1)16.5-17(1)
120 vis. D:	
0-10 p.p.	(1)16-16.5(1)

Bright Stock—Solvent

150-160 vis. 0-10 p.p., 95 v.i.	(1)19-19.5(1)

Neutral Oils—Solvent

170-180 vis., 98 v.i.	x(1)11.5-12.5(1)
200-210 vis., 90-95 v.i.	15(2)x
300 vis., 95 v.i.	x15(1)
600 s.r., olive green	(1)13-14(1)

SOUTH TEXAS (Neutral Oils)

(Vis. at 100° F. FOB refineries for domestic and/or export shipment.)

PALE OILS:

VIS.	COLOR	
100	1½-2½	9.5(5)
200	No. 2-3	10.5(5)
300	No. 2-3	11.25(5)
500	No. 2½-3½	12(5)
750	No. 3-4	12.75(5)
1200	No. 3-4	(4)13.5-14(1)
2000	No. 4	(1)14-14.5(5)

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Chicago 90, Illinois

Refinery & Terminal Prices (Continued)

PRICES IN EFFECT MAY 8

(SOUTH TEXAS Cont'd.)

RED OILS:

100	No. 5-6	9.5(4)
200	No. 5-6	10.5(5)
300	No. 5-6	11.25(5)
500	No. 5-6	12(5)
750	No. 5-6	12.75(5)
1200	No. 5-6	(4)13.5-14(1)
2000	No. 5-6	(1)14-14.5(5)

LPG PRICES

(Of refiners, FOB refineries, in cents per gal., tank cars or transport trucks)

District	Commercial Propane	Industrial Propane	Commercial Butane	Industrial Butane
N. Y. Harbor	6(1)	8(1)	.....	.....
Philadelphia	6.25(1)	6.25(1)	.....	.....
Baltimore	.....	.....	.....	.....
Hastings	.....	.....	.....	.....

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Cleveland 13, Ohio

KEROSINE, GAS & FUEL OILS

OKLAHOMA (Group 3)

41-43 w.w.	(1)8.5-9(1)
42-44 w.w.	(1)8.5-9.125(1)
Range oil	(1)8.125-8.75(1)
58 & above D.I. diesel	(1)8.25-8.625(2)
No. 1 p.w.	(1)8.125-8.625(1)
No. 1 straw	(1)8.125-8.625(1)
No. 2 straw	x(1)7.375-8.5(1)
No. 3	(1)7.25-7.375(1)
No. 6	x(3)$1.60-1.75(1)

MIDWESTERN (Group 3 basis)

41-43 w.w.	(1)8.5-9(1)
42-44 w.w.	(4)8.5-9.125(3)
Range oil	8.125(1)
58 & above D.I. diesel	(1)8.25-8.75(4)
No. 1 p.w.	(1)7.75-8.5(1)
No. 2 straw	x(1)7.375-7.875(2)
No. 6	x$1.80(3)

N. TEX. (For shpt. to Tex. & N.M. dest'ns.)

41-43 w.w.	(1)8.5-9.3(1)x
42-44 w.w.	(1)8.75-9(1)
58 D.I.	(1)8-8.8(1)
No. 2 straw	(1)8-8.25(1)
No. 6 fuel	x$1.60(1)

W. TEX. (For shpt. to Tex. & N.M. dest'ns.)

41-43 w.w.	.....
42-44 w.w.	10.5(1)
No. 1 straw	9.25(2)
No. 2 straw	(1)8.5-9.25(1)
No. 6 fuel	x(1)$1.60-1.80(1)

E. TEX. (Truck trnspt.)

41-43 w.w.	(1)8.6-9.25(2)
42-44 w.w.	(1)8.6-9.5(1)
58 & above D.I. diesel	(1)8-9(1)
No. 2 fuel	(1)8-9.25(1)
No. 6	x(2)$1.60-1.75(1)

CENT. W. TEX. (Truck trnspt.)

41-43 w.w.	(1)9-9.5(1)
58 & above D.I. diesel	(1)8.75-9.25(1)
U.G.I. gas oil	8.5(1)
No. 1 fuel	9.25(1)
No. 2 fuel	9(1)
No. 5 fuel	.....
No. 6 fuel	x(1)$1.60-2.00(1)

KANSAS (For Kansas destinations only)

42-44 w.w.	(1)8.7-9.875(1)
58 & above Diesel	(2)8.875-9.5(1)
No. 1 fuel	(1)8.4-9.625(1)
No. 2 fuel	(1)7.75-9.375(1)
No. 4 fuel	$2.77(1)
No. 5 fuel	(1)$2.60-2.27(1)
No. 6 fuel	(2)$1.60-1.77(1)

ARK. (For shipment to Ark., La.)

42-44 w.w.	8.625(1)
Tractor fuel	8.875(1)
Diesel fuel 52 & below	8.125(1)
Diesel fuel 58 & above	8.5(1)
No. 2 fuel	7.75(1)
No. 3 fuel	7.375(1)
No. 4 fuel	$2.15(1)
No. 5 fuel	$1.95(1)
No. 6 fuel	$1.80(1)

WESTERN PENNA.

Bradford-Warren:

Kerosine	(1)8.5-9.75(3)x
No. 1 fuel	.....
No. 2 fuel	x(1)9-9.5(1)
No. 3 fuel	(1)9-9.25(1)
36-40 gravity	x(1)8.75-9.25(1)

Oil City:

Kerosine	10(3)
No. 1 fuel	9.5(2)
No. 2 fuel	(3)8-8.5(1)
No. 3 fuel	9(2)
36-40 fuel	9(2)

Pittsburgh:

Kerosine	10(3)
No. 1 fuel	9.5(1)
No. 2 fuel	(1)9-9.5(1)
No. 3 fuel	9(1)
36-40 fuel	9(1)

CENTRAL MICHIGAN

(FOB Central Michigan refineries.)

Range oil	(2)11-11.8(1)
46-49 w.w. kero.	(1)11.05-11.8(1)
P.W. distillate	(1)10.75-11.5(1)
No. 2 light straw	(1)10-10.75(1)
No. 3 straw	(2)10-10.75(1)
U.G.I. gas oil	(1)8-10(1)
No. 5 fuel	(1)6.75-8(2)
No. 6 fuel	(1)6.5-7.5(2)

OHIO—Quotations of S.O. Ohio for delivery to Ohio points.

Kerosine	11.5

CALIFORNIA

San Joaquin Valley:

40-43 w.w.	12.6(2)x
Heavy fuel (PS 400)	$1.55(2)
Light fuel (PS 300)	$2.10(2)
Diesel fuel (PS 200)	(1)10-11.5(1)
Stove dist. (PS 100)	(1)11.5-13(1)x

Los Angeles:

40-43 w.w.	12.1(3)x
Heavy fuel (PS 400)	(1)$1.25-1.50(2)
Light fuel (PS 300)	x(1)$1.85-2.05(3)
Diesel fuel (PS 200)	x(1)7.5-11(2)
Stove dist. (PS 100)	x(1)8.5-12.5(2)

San Francisco:

40-43 w.w.	12.6(2)x
Heavy fuel (PS 400)	$1.55(2)
Light fuel (PS 300)	$2.10(2)
Diesel fuel (PS 200)	(1)10-11.5(1)
Stove dist. (PS 100)	(1)11.5-13(1)x

Natural Gasoline

(Group 3 & Breckenridge prices are to blenders on freight basis shown below. Shipments may originate in any Mid-Continent manufacturing district.)

FOB GROUP 3

Grade 26-70	4.75(Sale)

FOB BRECKENRIDGE

Grade 26-70	4.25(Quotes)

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OIL PRICE SECTION

Refinery & Terminal Prices (Continued)

PRICES IN EFFECT MAY 8

CHICAGO DISTRICT PRICES

Prices to jobbers & distributors in tank car and/or truck transport lots FOB refineries, pipe line terminals and inland waterway barge terminals.

Motor Gasoline

99 Oct. R Prem.	(1)12.62-12.75(1)
88 Oct. R Prem.	x(1)12.5-12.625(1)
84 Oct. R Reg.	11.625(2)
82 Oct. R Reg.	(1)11.5-11.75(1)x

Light Fuel Oils

Range oil	(4)10.25-10.625(1)
No. 2 Fuel	(1)9.15-10.125(1)

Heavy Fuel Oils

No. 5, low sulfur	(2)7.5-7.75(1)x
No. 5, high sulfur	(1)7.45-7.75(1)x
No. 6, low sulfur	.....
No. 6, high sulfur	x(1)6.45-6.75(1)x

WAX

WESTERN PENNA. (T.C., in Bulk)

White Crude Scale:

122-124 A.m.p.	(3)3.5-3.75(3)
124-126 A.m.p.	(3)3.5-3.75(3)

SEABOARD

Melting points are AMP, 3° higher than EMP. Prices are for carload lots; domestic prices are FOB refinery; scale in bags or bbls.; fully refined, slabs loose. Export prices are FAS; scale in bags or bbls.; fully refined in bags or cartons.

Crude Scale	New Orleans Export	N.Y. Domestic	N.Y. Export
124-6 wh.	.....	4.75(2)	(1)4.65-4.75(1)

Fully Refined:

123-5	.....	6.35(2)	.....
125-7	.....	6.35(3)	(1)7.05-7.2(1)
128-30	.....	6.35(3)	(1)7.05-7.2(1)
130-32	.....	6.40(1)	7.15(1)
133-5	.....	6.45(3)	(1)7.15-7.3(1)
135-7	.....	6.6(2)	7.45(1)
138-40	.....	7.05(3)	(1)7.75-7.9(1)
143-5	.....	7.3(2)	(1)8-8.15(1)
149-51	.....	10.05(1)	11.5(1)

NAPHTHAS AND SOLVENTS

(FOB Group 3)

Stoddard solvent	(3)10.375-10.875(1)
Cleaners naphtha	10.875(4)
V.M.&P. naphtha	(5)10.875-11.375(1)
Mineral Spirits	9.875(5)
Rubber solvent	(1)10.375-10.875(3)
Lacquer diluent	(3)11.125-11.375(2)
Benzol diluent	12.125(3)

WESTERN PENNA.

Oil City:

Stoddard solvent	x13(1)

Pittsburgh:

Untreated naphtha	12.75(1)
Stoddard solvent	x13(1)

OHIO—Quotations of S.O. Ohio for delivery to Ohio points:

VM&P Naphtha	16.0
Mineral Spirits & Stoddard Solvent	15.0
Rubber Solvent	13.875

E. TEXAS (Truck Transpt.)

Stoddard Solvent	(1)10-10.75(1)

CENT. W. TEX. (Truck Transpt.)

Stoddard Solvent	10.25(1)

KANSAS (For Kan. Dest'n. only)

Stoddard Solvent	11.375(1)

ATLANTIC COAST

	V.M.&P. Naphtha	Mineral Spirits
New York Harbor	x(1)5(4)	x(1)5(5)
Philadelphia	(3)15-15.5(1)	(3)13-14.5(1)
Baltimore	.....	x(1)5(5)
Boston	x15(1)	x15(5)
Providence	15(1)	x15(5)

ATLANTIC & GULF COASTS

Prices are of refiners, FOB their refineries & tanker terminals, and of tanker terminal operators, FOB their terminals. Ships' bunkers prices are exclusive of lighterage.

District	93 Oct. R Prem. Gasoline	90 Oct. R Prem. Gasoline	86 Oct. R Reg. Gasoline	83 Oct. R Reg. Gasoline	Kerosine-No. 1 Fuel
N. Y. Harbor	(1)12.6-15.6(1)	(1)12.6-15.6(1)	(1)11.6-14.1(1)	.....	8.9(15)
do barges	(1)12.5-14.1(1)	(1)12.5-13.4(1)	(1)11.5-12(1)	.....	(1)8.7-8.8(14)
Albany	(1)14.45-14.7(3)	(1)13.95-14.7(2)	13.2(7)	.....	9.1(6)
Baltimore	(1)12.5-14.3(2)	(1)12.5-14.05(1)	(2)11.5-13.65(1)	.....	9.3(10)
do barges	(1)12.4-13.25(1)	12.4(1)	(1)11.4-12(1)	.....	9.2(4)
Baton Rouge	.....	.....	.....	11.2(1)	9.2(1)
do barges	.....	.....	.....	11.1(1)	.....
Boston	(1)14.45-15.2(1)	x(1)14.45-14.7(3)	x13.2(8)	12.2(1)	8.8(14)
Charleston	(1)12.6-14.05(1)	(1)12.6-13(1)	(1)11.6-12.05(1)	.....	9.4(5)
Corpus Christi	x(1)11.75-13(1)	x(1)11.75-12(1)	x(1)10.75-11(1)	.....	.....
Houston	(1)11.75-13.3(1)	11.75(1)	(1)10.75-11.3(1)	.....	(1)9.25-10.25(1)
do barges	(1)11.75-13.3(1)	(1)11.5-12(1)	(1)10.75-11.3(1)	.....	(1)8.25-9.25(1)
Jacksonville	13.3(2)x	x(1)12.55-13.3(4)	x(1)11.6-12.3(7)x	.....	10(11)
Miami	x13.3(1)	x(1)13.3-13.6(1)x	x(1)12.3-12.6(1)x	.....	10(3)
Mobile	(1)12.6-13.1(1)x	x13.1(1)	(1)11.6-12.1(2)x	.....	9.8(4)
New Haven	14.5(2)	(1)14-14.5(1)	13(3)	.....	8.8(8)
New Orleans	x12.4(1)	x11.8(1)	11.4(1)x	(1)11.4-11.5(1)	(1)9.2-9.5(1)
do barges	x12.4(1)	x11.8(1)	11.4(1)x	(1)11.3-11.5(1)	8.95(1)
Norfolk	(1)12.5-14.2(1)x	(1)12.5-12.8(1)	(1)11.5-12.2(1)x	.....	(5)9.5-9.6(1)
Pensacola	.....	x13.1(1)	x12.1(1)	.....	9.8(2)
Philadelphia	(1)13.2-15(1)x	(1)13.2-13.35(1)	x(1)12.2-13.5(2)	.....	8.9(10)
do barges	(1)13.1-13.25(1)	(1)13.1-13.25(1)	12.1(1)	.....	8.8(7)
Pt. Everglades	13.3(1)x	x13.3(3)	(1)11.8-12.3(4)x	.....	10(6)
Portland	14.8(2)	(1)13.75-14.8(1)	13.3(3)	.....	9.1(8)
Providence	14.7(2)	(1)13.75-14.7(1)	13.2(4)	.....	8.75(8)
Savannah	13.3(2)x	x(1)12.75-13.3(2)	x(1)11.75-12.3(3)x	.....	10(9)
Tampa	13.1(2)x	(1)12.6-13.6(1)	x(1)11.6-12.6(1)x	.....	9.8(7)
Wilmington, N. C.	(1)12.75-14.15(2)	12.75(1)	x(2)11.75-12.15(2)	.....	9.5(7)

District	No. 2 Fuel	Gas House Gas Oil	No. 5 Fuel (9-10 p.t.)	No. 5 Fuel (15-40 p.t.)	Diesel Oil Shore Plants (50 cet., 45 d.t.)
N. Y. Harbor	(20)7.7-7.8(1)	(1)7.7-8.2(1)	(8)2.55-2.70(1)	$2.35(1)	(5)8.1-8.2(1)
do barges	7.6(20)	8.1(1)	(8)2.52-2.65(1)	2.32(1)	.....
Albany	7.9(10)	8.4(1)	3.04(1)	.....	8.3(3)
Baltimore	7.8(11)	7.8(1)	2.55(1)	2.35(1)	8.2(6)
do barges	7.7(5)	.....	2.52(1)	2.32(1)	.....
Baton Rouge	7.6(1)	7.6(1)	.....	2.05(1)	8(1)
do barges	7.6(1)	.....	.....	2.02(1)	.....
Boston	(14)7.6-7.75(1)	8.25(1)	2.59(1)	2.59(6)	8(5)
Charleston	8.2(4)	.....	.....	2.39(2)	8.3(2)
Houston	(2)8.25-8.5(1)	.....	.....	.....	(1)7.2-8.5(1)
do barges	(1)7-7.25(1)	.....	2.25(1)	.....	.....
Jacksonville	(1)8.7-8.8(4)	.....	.....	.....	8.8(6)
Miami	8.8(1)	.....	.....	.....	8.8(1)
Mobile	8.7(2)	.....	.....	.....	8.7(1)
New Haven	7.7(10)x	.....	.....	.....	(2)8.1-8.2(1)
New Orleans	(3)7.9-8.2(1)	.....	.....	.....	(1)8.2-8.3(3)
do barges	(1)7.45-7.9(1)	.....	.....	.....	.....
Norfolk	(4)8-8.8(1)	8(1)	.....	2.35(2)	8.4(4)
Pensacola	8.7(1)	.....	.....	.....	8.7(1)
Philadelphia	7.8(10)	7.8(1)	(1)2.60-2.70(2)	2.55(5)	8.2(6)
do barges	7.7(8)	.....	.....	.....	.....
Pt. Everglades	8.8(4)	.....	.....	.....	8.8(3)
Portland	7.9(8)	8.4(1)	.....	.....	8.3(3)
Providence	(7)7.55-7.75(2)	8.25(1)	2.585(2)	2.585(2)	(2)7.95-8.15(1)
Savannah	8.8(6)x	.....	.....	2.45(1)	8.8(5)
Tampa	(5)8.7-9(1)	.....	.....	.....	8.7(6)
Wilmington, N. C.	(6)8.2-8.6(1)	8.2(1)	.....	.....	8.3(2)

District	No. 6 Fuel	No. 6 Fuel Barges	Bunker C Fuel Ships' Bunkers	Heavy Diesel Ships' Bunkers	Light Diesel Ships' Bunkers (45 cet., 45 d.t.)
N. Y. Harbor	(1)2.05-2.10(1)	$2.05(12)	2.05(10)	$3.11(3)	$3.36(5)
Albany	2.35(1)	.....	.....	.....	.....
Baltimore	2.08(5)	2.05(3)	2.05(3)	3.11(1)	3.36(4)
Baton Rouge	1.78(1)	1.75(1)	1.75(2)	2.97(1)	3.22(1)
Boston	2.10(9)	2.10(5)	2.10(4)	.....	3.40(3)
Charleston	2.03(2)	2.00(3)	2.00(3)	.....	3.36(2)
Corpus Christi	1.78(1)	1.75(1)	(2)1.75-1.90(1)	3.15(1)	.....
Houston	(3)1.75-1.80(1)	1.75(7)	1.75(10)	(4)2.97-3.10(2)	(4)3.22-3.36(1)
Jacksonville	2.02(6)	1.99(6)	1.99(6)	.....	3.696(4)
Miami	1.98(1)	1.95(2)	1.95(3)	.....	3.696(1)
Mobile	1.85(1)	1.85(1)	1.85(1)	.....	.....
New Haven	2.10(2)	2.05(1)	2.05(1)	.....	.....
New Orleans	1.78(3)	1.75(3)	1.75(4)	2.97(2)	3.22(2)
Norfolk	2.08(3)	2.05(4)	2.05(4)	.....	3.36(3)
Pensacola	.....	x2.00(1)	x2.00(1)	.....	.....
Philadelphia	2.08(7)	2.05(7)	2.05(7)	3.11(2)	3.36(5)
Pt. Everglades	1.98(2)	1.95(2)	1.95(3)	.....	3.696(2)
Portland	2.13(2)	2.10(1)	2.10(1)	.....	3.49(1)
Providence	2.075(5)	2.075(2)	2.075(3)	.....	(1)3.40-3.42(1)
Savannah	2.03(4)	2.00(4)	2.00(5)	.....	3.696(3)
Tampa	1.92(5)	1.89(5)	1.89(5)	.....	3.654(4)
Wilmington, N. C.	.....	.....	.....	.....	3.36(3)

Research octane ratings, indicated by the letter "R", are minimum ratings. Motor Method octane ratings, where used, are indicated by the letter "M".

Refinery & Terminal Prices (Continued)

PRICES IN EFFECT MAY 8

GULF COAST—CARGOES, DOMESTIC & EXPORT, ALL PORTS

Cargo prices are FOB ship at Gulf, minimum of 20,000 bbls., and are by refiners only to other refiners, export agents, or tanker terminal operators. The figure in parentheses after each price indicates the number of companies quoting that price.

Aviation Gasoline	
Grade 115/145 (AN-F-48)	17.25(2)
Grade 100/130 (AN-F-48)	16(3)–16.25(1)
Grade 91/98 (AN-F-48)	14.5(1)–15.25(1)
Grade 80 (AN-F-48)	14.25(1)
Motor Gasoline	
93 Oct. R (Premium)	x11.75(1)–12(1)
90 Oct. R (Premium)	x11.25(2)–11.5(1)–11.75(1)
86 Oct. R (Regular)	x10.75(4)–11(1)–11.25(1)
83 Oct. R (Regular)	x10.5(3)–10.75(2)
79 Oct. R	x10.25(2)
70-72 Oct. M. Leaded	x9.5(2)
Kerosine & Light Fuels	
41-43 kerosine	7.875(1)–8(2)–8.5(2)–9(2)
No. 2 Fuel	6.625(1)–6.75(2)–7(2)–7.25(1)–8(1)
Diesel & Gas Oils	
43-47 Diesel index	6.875(1)–7.125(1)–7.25(1)
48-52 Diesel index	7(1)–7.25(1)–7.375(1)
53-57 Diesel index	7.125(1)–7.375(1)–7.5(1)
Heavy Fuels	
No. 5 Fuel, 0-10 p.f.	$2.25(2)–$2.35(2)
Bunker C Fuel	$1.65(5)–$1.75(2)

Research octane ratings, indicated by the letter "R", are minimum ratings. Motor Method octane ratings where used, are indicated by the letter "M".

AVIATION GASOLINE & JET PROPULSION FUELS

(Prices are for tank cars, barge or truck transport lots; aviation gasolines meet Specification AN-F-48, unless otherwise noted; jet fuel meets AN-F-32.)

	Aviation Gasoline				
District	Grade 115/145	Grade 100/130	Grade 91/98	Grade 80	Jet Fuel (JP-1-2)
New York, N. Y.	....	18.1(2)	(1)16.6–16.7(1)	(1)15.7–15.85(1)	....
Boston, Mass.	....	18.2(1)	16.7(1)	15.95(1)	....
Portland, Me.	....	....	....	17.8(1)	....
Phila., Pa.	....	....	....	....	....
Baltimore, Md.	....	18.1(1)	16.6(1)	15.85(1)	....
Norfolk, Va.	....	18.1(1)	16.6(1)	15.85(1)	....
Charleston, S. C.	....	18(1)	16.5(1)	15.75(1)	....
New Orleans, La.	....	17(1)	15.5(1)	14.75(1)	....
(Baton Rouge)					
Houston, Tex.	17.5(1)	17(2)	15.5(2)	14.75(2)	9.6(1)

TANKER MARKET REPORT

(Ocean Freight Rates)

Supplied by Dietze Inc., New York, N. Y., oil & ship brokers and tank steamer chartering agents. All rates shown are on basis of tons of 2240 pounds, unless otherwise stated are for vessels over 14,000 TDW, and unless otherwise stated are in dollars per ton. For purposes of rate calculation only, it has been assumed that New York is the port of discharge whenever the range USNH appears. Approximate rates in cents per bbl. may be determined by dividing per-ton rate by following conversion factors: gasoline, 8.7; kerosine, 7.9; No. 2 fuel, 7.5; 30 gravity crude, 7.3; No. 5 fuel, 6.9; Bunker "C" fuel, 6.5.

			LAST PAID	OWNERS ASK	Scheduled Rates 6-30-48
Gulf	New York	(Clean)	$ 1.85	$ 1.92/2.00	$ 2.85
		(Dirty)	1.75	1.71/1.85	2.85
NWI	U.K. Continent		3.77	4.26/4.42	6.55
Ras Tanura	U.K. Continent		6.54	7.00/7.85	10.90
Ras Tanura	USNH		7.30	7.62	12.70
Los Angeles	USNH		4.61	5.04	7.75

UNITED STATES FLAG

VESSEL	TDW	CARGO	TRADE	RATE USMG	LIFTING
4/21 Four Lakes	15,500	Dirty	Ras Tanura/Fr. Atlantic	—42½(6.32)	July
4/24 Wagon Box	15,500	Dirty	Ras Tanura/Fr. Atlantic	—40½(6.54)	July
4/26 Henry M. Dawes	15,500	Dirty	USGulf/USNH	—42½(1.64)	Early June
4/27 Salem Maritime	15,500	Dirty	USGulf/Sydney, N.S.	—35(2.34)	Late May
4/27 Harvey W. Wiley	9,500	Dirty	Houston/Panama City	Lump Sum $10,250	Mid May
4/27 Wanda	9,500	Molasses	Puerto Rico/Boston (Part cargo 9,000 tons)	Lump Sum $28,000	Early May
4/27 Wanda	9,500	Molasses	Tampico/New Orleans	—30(8.8)	Mid May
4/28 G. M. Bernath	12,000	Dirty	NWI/UKCont.	*—5(24/28)	Late May
4/28 Cornell	15,000	Dirty	Ras Tanura/Formosa	—30(5.71)	Early June
5/1 Henry M. Dawes	15,500	Dirty	USGulf/USNH (Option 2nd Conaers. Voy.)	—42½(1.61)	Mid June
5/1 Harvey W. Wiley	9,500	Dirty	Houston/Tampa	—45(4.19)	Late May
5/1 Albert G. Brown	9,500	Dirty	San Pedro/Honolulu	32c per bbl.	Mid May
5/2 Fort Meigs	15,500	Dirty	USGulf/USNH	—37½(1.78)	Mid May

FOREIGN FLAG

Poseidone	16,000	Dirty	Ras Tanura/Fr. Atlantic—2 Conaers.	**—28(7.85)	June
Franco Fiasio	15,500	Dirty	Abadan/UKCont.	*—2½(16/116)	June
Adna	9,000	Dirty	NWI/Malmo-Stockholm Range	*—5(29/56)	June
Bendi	8,500	Dirty	NWI/Malmo-Stockholm Range	*—5(29/56)	June
Beauregard	12,500	Dirty	Aruba/Norway	N. Kr. 36.50	June
Nordanger	13,000	Dirty	Ras Tanura/Gothenburg	(63/6d)	June
Scanaas	8,000	Clean	Caribbean/No. Norway	N. Kr. 42.00	June
Storanger	13,000	Dirty	Abadan/UKCont.	*—5(80/56)	Late May
Ariston	14,000	Dirty	NWI/UKCont.	*—5(34/28)	June
Spinanger	10,000	Dirty	Ras Tanura/Gothenburg	(66/-6)	Late June

(*) In this instance —5 Mot Rate minus or plus
(**) Payable in Lira.

LAKE PORT TERMINAL PRICES

	Buffalo	Cleveland
90 Oct. R (Prem.)	13.5(2)	....
86 Oct. R (Reg.)	14(3)	....
Kerosine	11(3)	....
Diesel Fuel	5.5(2)	....
No. 1 Fuel	....	....
No. 2 Fuel	9(2)	....
No. 5 Fuel	....	8.7(1)
No. 6 Fuel	8.07(2)	8.35(1)

	Detroit	Toledo
90 Oct. R (Prem.)	....	....
86 Oct. R (Reg.)	....	10.75(1)
Kerosine	....	9.25(1)
Diesel Fuel	10.15(2)	10.35(2)
No. 1 Fuel	10.9(2)	9.1(2)
No. 2 Fuel	10.15(2)	9.1(2)
No. 5 Fuel	7.8(2)	x7.75(3)
No. 6 Fuel	7.35(2)	x7.5(3)

PETROLATUMS

WESTERN PENNA.

(Bbls., carloads, tank car, 1 to 1.5c less.)

Snow White	(1)5.75–7.25(2)
Lily White	(1)5.25–6.375(1)
Cream White	(1)5–6.125(1)
Light Amber	(2)4.125–4.5(1)
Amber	(1)3.875–4.25(1)
Red	3.875(2)

MID-CONTINENT LUBES AT GULF

(In packages, FAB, New Orleans; in bulk FOB terminals)

Bright Stock D color, Vis. at 210°	Steel Drums	Bulk
150 vis., 0-10 pp.	50.75(1)	18.5(1)
Neutral Oil Col.		
200 vis. 2.	....	15.3(1)

PACIFIC COAST

(In Ships' Bunkers, or Deep Tank Lots)	Diesel Fuel (F.S. 200)	Bunker C Fuel (F.S. 400)
San Pedro, Calif.	$3.35(4)	$1.25(4)
San Francisco	3.56(4)	$1.30(4)
Portland, Ore.	3.77(4)	$1.55(4)
Seattle, Wash.	3.77(4)	$1.55(4)

MEXICAN BUNKER PRICES

	Mexican Gulf Ports U.S. Dollars per Bbl. Bunker C (Ships' Bunkers)	Diesel (Ships' Bunkers)
Tampico	$1.75	$3.75
Veracruz	$1.75	....
Minatitlan	$1.75	3.75
	Pacific Coast	
Guaymas	$2.50	$3.95
Manzanillo	2.50	3.66
Salina Cruz	2.50	3.50

HARTOL
PETROLEUM CORPORATION
INDEPENDENT MARKETERS
Maine to South Carolina
430 FIFTH AVENUE, NEW YORK 20, N. Y.

OIL PRICE SECTION

Tank Wagon Prices

Commercial or consumer tank car, tank wagon, dealer and service station prices for gasoline do not include taxes; they do, however, include inspection fees as shown in next column. Gasoline taxes, shown in separate column, include 1.5c federal, and state taxes; also city and county taxes as indicated in footnote. Kerosine tank wagon prices also do not include taxes; kerosine taxes where levied are indicated in footnotes. Dealer discounts are shown in footnotes. These prices in effect May 8, 1950 as posted by principal marketing companies at their headquarters offices, but subject to later correction.

Inspection fees per gal., included in both gasoline and kerosine prices, unless otherwise specified, are as follows:

Ala. 1/40c on gasoline; Ark. 1/20c; Fla. 1/8c; Ill. 3/100c; Ind. 2/25c; Kans. 1/100c; La 1/32c; Minn. 5/200c; Mo. 1/25c; Neb. 2/100c; Nev. 1/20c; N. C. 1/4c; N. D. 1/20c; Okla. 2/25c; S. C. 1/8c; S. D. 1/40c; Tenn 2/5c; and Wisc. 3/100c.

Kerosine inspection fees only: Ala. 1/2c; Iowa 1/50c; Mich. 1/5c.

ATLANTIC REFINING

	Atlantic White Flash (Regular Grade) Gasoline T.W.	Gasoline Taxes	Kerosine T.W.
Philadelphia, Pa.	14.5	6.5	12.1
Pittsburgh	15.4	6.5	13.25
Allentown	15.1	6.5	12.7
Erie	15.4	6.5	13.25
Scranton	15.4	6.5	13.0
Altoona	15.4	6.5	13.25
Emporium	15.4	6.5	13.25
Indiana	15.4	6.5	13.25
Uniontown	15.4	6.5	13.25
Harrisburg	15.1	6.5	12.7
Williamsport	15.4	6.5	13.0
Dover, Del.	14.3	6.5	11.9
Wilmington	14.3	6.5	11.9
Boston, Mass.	14.4	4.5	----
Springfield	15.1	4.5	----
Worcester	14.6	4.5	----
Fall River	14.4	4.5	----
Hartford, Conn.	14.6	5.5	----
New Haven	14.3	5.5	----
Providence, R. I.	14.4	5.5	----
Atlantic City, N. J.	14.2	4.5	11.9
Camden	14.2	4.5	11.9
Trenton	14.2	4.5	11.9
Baltimore, Md.	14.1	6.5	----
Hagerstown	14.9	6.5	----
Richmond, Va.	14.1	7.5	13.0
Wilmington, N. C.	14.4	7.5	----
Brunswick, Ga.	13.3	8.5	----
Jacksonville, Fla.	14.6	8.5	----

	Mineral Spirits T.W.	V.M.&P. T.W.
Philadelphia, Pa.	14.09	16.5
Pittsburgh, Pa.	17.5	18.5

	Fuel Oils—T.W. 1	2	5	6
Phila., Pa.	12.1	10.8	7.17	5.95
Pittsburgh	----	11.75	----	----
Allentown	12.7	11.4	----	----
Wilmington, Del.	11.9	10.9	----	----
Dover	----	10.9	----	----
Springfield, Mass.	----	11.7	----	----
Worcester	----	11.3	----	----
Hartford, Conn.	----	11.0	----	----

Notes:

Kerosine—Thru Penna. & Del., add 2c per gal. for t.w. deliveries of less than 25 gals. at one time. Atlantic City & Camden, N. J.—Add 1c for deliveries of 100-299 gallons; 2c for deliveries of less than 100 gallons.

Gasoline T.W. prices are to dealers & consumers; kerosine T.W. prices to consumers.

Mineral Spirits prices also apply to Stoddard Solvent.

CONT'L OIL

(N. B. Prices are Continental's "normal" prices. Current selling prices may be lower than "normal" because of local competition.)

	Cosmos N-tane (regular) Tank	Demand (3rd Grade) Wagon	Gasoline Taxes	Kerosine T.W.
Denver, Colo.	14.3	13.3	7.5	14.7
Grand Junc.	16.7	15.7	7.5	17.1
Pueblo	15.1	14.1	7.5	15.5
Casper, Wyo.	15.7	14.7	6.5	15.0
Cheyenne	15.2	14.2	6.5	15.6
Billings, Mont.	17.0	----	7.5	16.5
Butte	18.0	----	7.5	18.2
Great Falls	17.0	----	7.5	18.2
Helena	17.5	----	7.5	18.2
Salt Lake, U.	16.4	15.4	5.5	16.5
Twin Falls, Ida.	19.1	18.1	7.5	19.2
Albuquer., N. M.	15.7	14.7	9.0	15.1
Roswell	14.8	13.8	9.0	14.4
Santa Fe	16.0	----	9.5	15.4
Muskogee, Okla.	13.2	12.2	8.0	12.9
Oklahoma City	13.0	12.0	8.0	12.9
Tulsa	13.0	12.0	8.0	12.9

Taxes:

Gasoline tax column includes these city taxes: Albuquerque & Roswell, 0.5c; Santa Fe, 1c; Cheyenne, 1c; Casper, 1c.

Notes:

T.W. prices are to consumers and dealers.

HUMBLE OIL

	Humble (Regular) Tank Wagon	Retail	Gasoline Taxes
Dallas, Tex.	13.5	18.5	5.5
Ft. Worth	13.5	18.5	5.5
Houston	13.5	18.5	5.5
San Antonio	13.5	18.5	5.5

	Kerosine Tank Wagon	Retail
Dallas, Tex.	12.5	17.0
Ft. Worth	12.5	17.0
Houston	12.5	17.0
San Antonio	12.5	17.0

Notes:

T.W. prices are to all classes of dealers and consumers.

x Effective May 8.

IMPERIAL OIL

	Esso Gasoline (Regular Grade) Gasoline T.W.	Gasoline Taxes	Kerosine T.W.
Hamilton, Ont.	23.0	11.0	23.7
Toronto	23.0	11.0	23.7
Brandon, Man.	29.9	9.0	30.6
Winnipeg	27.9	9.0	28.6
Regina, Sask.	26.6	10.0	27.3
Saskatoon	27.4	10.0	28.1
Edmonton, Alta.	21.4	9.0	22.1
Calgary	22.0	9.0	22.7
Vancouver, B. C.	21.0	10.0	24.2
Montreal, Que.	23.0	11.0	23.7
St. John, N. B.	21.0	13.0	22.7
Halifax, N. S.	21.0	13.0	22.7

Taxes:

Gasoline taxes are provincial taxes.

Notes:

Prices are per imperial gal. which is 1.2 U. S. gals.—T.W. prices are to divided & undivided dealers.

TEXAS CO.

	Fire-Chief Gasoline (Regular Grade) x Dealer T.W.	Gasoline Taxes	Kerosine Dealer T.W.
Dallas, Tex.	13.5	5.5	12.50
Fort Worth	13.5	5.5	12.50
Wichita Falls	13.5	5.5	12.50
Amarillo	13.5	5.5	12.50
Tyler	13.5	5.5	12.50
El Paso	13.5	5.5	13.85
San Angelo	13.5	5.5	12.50
Waco	13.5	5.5	12.50
Austin	13.5	5.5	12.50
Houston	13.5	5.5	12.50
San Antonio	13.5	5.5	12.50
Port Arthur	13.5	5.5	12.50

Notes:

Dealer t.w. prices apply also to all classes of consumers with minimum delivery of 50 gals.

x Effective May 1.

CALIFORNIA STANDARD

	CHEVRON (Reg. ular) T.T.	Av. 80/87 T.T.	Gasoline Taxes	Base Kerosine T.T.
San Fran., Cal.	14.1	17.6	6.0	18.1
Los Angeles	13.6	17.1	6.0	17.6
Fresno	15.5	19.0	6.0	19.6
Phoenix, Ariz.	17.1	20.6	6.5	21.1
Reno, Nev.	16.8	20.3	7.0	20.8
Portland, Ore.	14.7	18.2	7.5	20.2
Seattle, Wash.	14.7	18.2	8.0	20.2
Spokane	17.6	21.1	8.0	24.1
Tacoma	14.7	18.2	8.0	20.2
Boise, Idaho	19.5	23.0	7.5	28.5
Salt Lake, U.	16.4	19.4	5.5	16.5
Honolulu, T. H.	14.9	18.4	7.5	18.9
Fairbanks, Alaska	26.9	30.4	3.5	36.9
Juneau	16.1	19.6	3.5	21.6

Taxes:

Boise 7.5c tax applies to motor fuel only; avgas taxes are 1.5c federal, 2.5c state; Honolulu 7.5c tax applies to motor fuel only; avgas taxes are 1.5c federal, 4c territorial; Honolulu TT prices also do not include Hawaiian gross income tax of 1% to resellers, 2.5% to consumers.

California Standard (Cont.)

Notes:

Prices for Chevron Supreme (Premium) are 2c higher than Chevron (regular), except Utah which is 1.5c higher than Chevron (regular). Prices for Chevron Aviation 91/98 are 2c above Chevron Aviation 80/87; for Chevron Aviation 100/130, 5c above Chevron Aviation 80/87; for Chevron Aviation 115/145, 8c above Chevron Aviation 80/87.

Base kerosine t.t. prices, except at Salt Lake City, apply to deliveries of 40-199 gals. For other deliveries: less than 40 gals., add 4c; 200-399 gals., deduct 3c; 400 gals. & over, deduct 4c; tank car-truck trailer, deduct 5.5c.

ESSO STANDARD

	Esso Gasoline (Regular Grade) Gasoline T.W.	Gasoline Taxes	Kerosine T.W.
Atlantic City, N. J.	14.2	4.5	11.9
Newark	14.2	4.5	11.9
Baltimore, Md.	14.1	6.5	12.1
Cumberland	15.3	6.5	13.5
Washington, D. C.	14.5	5.5	12.5
Danville, Va.	15.0	7.5	13.7
Petersburg	14.6	7.5	13.3
Norfolk	13.7	7.5	12.6
Richmond	14.1	7.5	13.0
Roanoke	15.8	7.5	14.6
Charleston, W. Va.	15.7	6.5	14.7
Fairmont	15.7	6.5	15.0
Parkersburg	15.4	6.5	14.0
Wheeling	15.6	6.5	15.9
Charlotte, N. C.	15.4	8.5	13.4
Hickory	15.8	8.5	13.6
Mt. Airy	15.9	8.5	13.9
Raleigh	15.7	8.5	13.6
Salisbury	15.1	8.5	13.2
Charleston, S. C.	14.2	7.5	----
Columbia	15.6	7.5	----
Spartanburg	14.9	7.5	----
New Orleans, La.	14.1	10.5	12.3
Baton Rouge	13.8	10.5	12.0
Alexandria	15.2	10.5	13.2
Lake Charles	13.9	10.5	12.6
Shreveport	15.5	10.5	13.0
New Iberia	14.0	10.5	12.6
Knoxville, Tenn.	15.1	8.5	13.2
Memphis	14.8	8.5	13.0
Chattanooga	15.0	8.5	13.1
Nashville	15.3	8.5	13.5
Little Rock, Ark.	13.7	8.0	13.9

	Mineral Spirits T.W.	V.M.&P. T.W.
Newark, N. J.	15.0	16.5
Baltimore, Md.	17.5	----
Washington, D. C.	17.5	----

	FUEL OILS—T.W. No. 1	No. 2	No. 4	No. 6
Atlantic City, N.J.	11.9	10.8	----	----
Newark, N. J.	11.9	10.7	$3.074	$2.606
Baltimore, Md.	12.3	10.8	3.01	2.54
Washington, D. C.	12.5	11.2	3.17	2.64
Norfolk, Va.	12.6	11.0	----	----
Danville	----	12.1	----	----
Petersburg	13.3	11.7	----	----
Richmond	13.0	11.4	----	----
Roanoke	----	13.0	----	----
Charlotte, N. C.	13.4	11.9	----	----
Hickory	13.6	12.2	----	----
Raleigh	13.6	12.4	----	----
Charleston, S. C.	----	11.2	----	----
Columbia	----	12.5	----	----
Spartanburg	----	11.7	----	----

Taxes: Louisiana kerosine prices do not include 1c state tax.

Notes:

Gasoline t.w. prices are to consumers & dealers.

Naphtha—Newark t.w. prices are for deliveries of 200 gals. or more; less than 200 gals., 0.5c over posted t.w. prices; steel barrel deliveries, 6c over posted t.w. prices. Baltimore & Washington prices afe for t.w. deliveries of 25-99 gals., no discounts.

Kerosine & No. 1—Atlantic City prices are for deliveries of 200 gals. or more; for deliveries of 100-299 gals., add 1c to prices shown; for deliveries of less than 100 gals., add 2c to prices shown.

Effective 4-25-50, minimum retail resale price of 18.2c (ex tax) for Esso Gasoline posted throughout New Jersey.

Tank Wagon Prices (Continued)

SOCONY VACUUM

	Gasoline Taxes	Mobilgas Aircraft Grade 80 T.W.	Mobilgas Aircraft Grade 91 T.W.	Mobilgas Aircraft Grade 100 T.W.	Mobilgas (Regular Grade) T.C.	Mobilgas (Regular Grade) T.W.	Mobil Kerosine T.C.	Mobil Kerosine Yard	Mobil Kerosine T.W.	Mobilfuel Diesel T.C.	Mobilfuel Diesel T.W.	MOBILHEAT (No. 2 Fuel) T.C.	MOBILHEAT (No. 2 Fuel) Yard	MOBILHEAT (No. 2 Fuel) T.W.	S/V No. 4 Fuel T.W.	S/V No. 6 Fuel T.W.
New York City:																
Manh.	5.5	....	....	....	....	14.2	....	....	12.2	....	11.6	....	....	10.9	8.77	5.86
Bronx	5.5	....	....	....	....	14.2	....	x9.5	x12.4	....	11.6	....	8.1	11.0	8.77	5.86
Kings	5.5	....	....	....	....	14.2	9.0	9.3	12.2	8.2	11.6	7.8	8.0	10.9	8.77	5.86
Queens	5.5	....	....	....	....	14.2	....	....	12.2	....	11.6	....	....	10.9	8.77	5.86
Richmond	5.5	....	....	....	....	14.2	8.9	9.4	12.5	....	11.6	7.7	7.9	10.8	8.77	5.86
Albany, N. Y.	5.5	x21.5	x22.5	x25.0	13.2	14.2	9.1	9.3	12.4	8.3	11.2	7.9	8.1	10.7	7.88	6.22
Binghamton	5.5	....	....	....	14.2	15.3	x10.6	10.8	13.7	9.7	12.5	9.2	9.4	12.0	....	....
Buffalo	5.5	x21.0	x22.0	24.2	14.0	15.0	11.0	11.2	14.3	9.5	12.6	9.0	9.2	12.1	....	9.27
Jamestown	5.5	21.8	....	....	14.2	15.3	11.0	11.2	14.5	....	12.3	9.2	9.4	11.8	....	....
Mt. Vernon	5.5	....	....	....	....	14.5	....	x9.9	x12.8	....	11.9	....	8.2	11.2	8.97	....
Plattsburg	5.5	....	....	....	....	15.6	10.3	10.3	....	....	....	9.1	9.3	11.9	....	....
Rochester	5.5	x20.9	x21.9	x23.9	13.0	15.0	10.7	10.9	14.0	....	12.3	8.9	9.1	11.8	....	....
Syracuse	5.5	....	....	x25.1	13.9	14.9	10.3	10.5	13.6	9.3	12.2	8.8	9.0	11.7	....	....
Bridgeport, Conn.	5.5	....	....	....	....	14.3	8.8	8.8	....	....	....	7.7	7.7	10.7	....	....
Danbury	5.5	....	....	....	....	14.8	....	10.3	....	....	....	....	9.4	11.9	....	....
Hartford	5.5	....	....	....	13.3	14.6	9.2	9.2	....	8.0	11.5	8.1	8.1	11.0	....	....
New Haven	5.5	x20.5	....	....	13.0	14.3	8.8	8.8	....	8.2	11.5	7.7	7.7	10.7	....	....
Bangor, Me.	7.5	24.8	....	....	14.0	15.7	9.8	....	13.8	9.0	12.1	8.6	....	11.7	....	....
Portland	7.5	22.4	23.4	....	13.3	14.5	9.1	....	13.1	8.3	11.4	7.9	....	11.0	....	....
Boston, Mass.	4.5	19.0	20.0	22.0	13.2	14.4	8.8	....	12.9	8.0	11.4	7.6	....	11.0	....	....
Concord, N. H.	5.5	....	....	....	....	15.5	....	....	....	....	12.0	....	....	11.6	....	....
Lancaster	5.5	....	....	....	....	16.0	....	....	15.3	....	13.4	....	....	13.0	....	....
Manchester	5.5	....	....	....	....	15.2	....	....	14.0	....	12.1	....	....	11.7	....	....
Portsmouth	5.5	21.2	22.2	....	13.9	14.8	9.5	....	....	8.7	11.5	8.3	....	11.1	....	....
Providence, R. I.	5.5	x19.8	x20.8	x22.8	13.2	14.4	8.75	9.35	12.7	7.95	11.4	7.55	7.85	11.0	....	....
Burlington, Vt.	6.5	....	....	....	14.1	15.1	10.4	10.4	....	9.4	12.0	8.9	8.9	11.5	....	....
Rutland	6.5	....	....	....	....	15.7	....	10.6	....	....	12.8	....	9.9	12.3	....	....

Tank Wagon Prices	Buffalo	N. Y. City	Rochester	Syracuse	Boston	Hartford	Providence
Mineral Spirits	x17.0	x15.5	x18.5	x19.5	x16.5	x17.5	x17.0
V.M.&P. Naphtha	x19.0	x17.0	x20.0	x20.0	x18.0	x19.0	x19.0

Taxes: N.Y.C. prices do not include 2% city sales tax applicable to price of gasoline (ex tax).

Discounts:

Mobil Kerosine—Mt. Vernon T.W. less 0.5c for deliveries of 300 gals. or more.

Mobilfuel Diesel—All points, 0.5c for t.w. deliveries of 800 gals. or more.

Mobilheat—Mt. Vernon t.w. less 0.5c for deliveries of 300 gals. or more.

Notes:

Gasoline t.w. prices are to Consumers & Dealers.

Syracuse V.M.&P. price is in steel barrels. Jamestown t.c. prices are delivered prices; all other t.c. prices are FOB bulk terminals.

Effective dates: x April 21, x' April 29; shown incorrectly in May 3 NPN. x' May 2.

OHIO STANDARD

	Gasoline Taxes	Aviation Gasoline-Cons. T.W. Sohio Avia. 82 Clear	Aviation Gasoline-Cons. T.W. Esso Avia. 80 Clear	Aviation Gasoline-Cons. T.W. Esso Avia. 91	Aviation Gasoline-Cons. T.W. Esso Avia. 100	Sohio X-Tane Gasoline (Regular-Grade) Consumer T.W.	Sohio X-Tane Gasoline (Regular-Grade) Resellers	Sohio X-Tane Gasoline (Regular-Grade) S.S.	Naphthas & Solvents—Cons. T.W. S.S. Solvent	Naphthas & Solvents—Cons. T.W. D.C. Naphtha	Naphthas & Solvents—Cons. T.W. V.M.&P. Naphtha	Naphthas & Solvents—Cons. T.W. Varnolene	Naphthas & Solvents—Cons. T.W. Sohio Solvent	Kerosine T.W.	No. 1 Sohio-Heat	No. 2 Sohio-Heat
Akron	5.5	20.0	22.0	23.0	26.0	17.3	13.8	17.0	19.0	20.5	20.5	19.5	19.5	13.5	13.5	12.70
Canton	5.5	20.0	22.0	23.0	26.0	18.0	14.5	18.5	19.0	20.5	20.5	19.5	19.5	13.5	13.5	12.70
Cincinnati	5.5	20.0	22.0	23.0	26.0	18.0	14.5	18.5	19.0	20.5	20.5	19.5	19.5	13.5	13.5	12.70
Cleveland	5.5	20.0	22.0	23.0	26.0	18.0	14.5	18.5	19.0	20.5	20.5	19.5	19.5	13.5	13.5	12.70
Columbus	5.5	20.0	22.0	23.0	26.0	18.0	14.5	18.5	19.0	20.5	20.5	19.5	19.5	13.5	13.5	12.70
Dayton	5.5	20.0	22.0	23.0	26.0	18.0	14.5	18.5	19.0	20.5	20.5	19.5	19.5	13.5	13.5	12.70
Lima	5.5	20.0	22.0	23.0	26.0	18.0	14.5	18.5	19.0	20.5	20.5	19.5	19.5	13.5	13.5	12.70
Mansfield	5.5	20.0	22.0	23.0	26.0	18.0	14.5	18.5	19.0	20.5	20.5	19.5	19.5	13.5	13.5	12.70
Marion	5.5	20.0	22.0	23.0	26.0	18.0	14.5	18.5	19.0	20.5	20.5	19.5	19.5	13.5	13.5	12.70
Portsmouth	5.5	20.0	22.0	23.0	26.0	18.0	14.5	18.5	19.0	20.5	20.5	19.5	19.5	13.5	13.5	12.70
Toledo	5.5	20.0	22.0	23.0	26.0	18.0	14.5	18.5	19.0	20.5	20.5	19.5	19.5	13.5	13.5	12.30
Youngstown	5.5	20.0	22.0	23.0	26.0	18.0	14.5	18.5	19.0	20.5	20.5	19.5	19.5	13.5	13.5	12.70
Zanesville	5.5	20.0	22.0	23.0	26.0	18.0	14.5	18.5	19.0	20.5	20.5	19.5	19.5	13.5	13.5	12.70

Taxes: Hangar operators can purchase aviation gasoline less 4c per gal. State Road Tax by supporting purchase with State Tax Exemption Form A-10 to supplier.

Discounts: Esso Aviation—on contract to hangar operators and resellers, 2c off consumer t.w.

Fuel Oils—Prices shown are for t.w. & drum deliveries of 50 gals. or more; prices for deliveries of less than 50 gals. are 0.5c higher.

Naphthas—To contract consumers off t.w. prices (except Lucas County): 300 to 999 gals., 0.5c; 1000 to 2499 gals., 0.75c; 2500 to 4999 gals., 1c; 5000 or more gals., 1.5c. Lucas County: less than 50 gals., tank wagon price, 50 to 249 gals., 0.5c; 250 to 499 gals., 1c; 500 gals. or over 1.5c.

Notes: Renown (third-grade) gasoline prices are same as X-Tane unless otherwise noted. S.S. prices are at company-operated stations.

INDIANA STANDARD

Tank wagon prices listed below were obtained by NPN correspondents who visited Standard of Indiana bulk plants where the company's prices are publicly posted.

	Red Crown (Reg. Grade) Red Cr'n. Cons. T.W.	Red Crown (Reg. Grade) Red Cr'n. Dir. T.W.	Gasoline Taxes	Kerosine T.W.	Stanolex Furnace Oil 1-99 gals.	Stanolex Furnace Oil 100 gals. & over
Chicago, Ill.	18.0	14.0	4.5	15.3	....	....
South Bend, Ind.	17.9	13.5	5.5	15.8	14.3	13.3
Detroit, Mich.	16.9	15.4	4.5	14.7	13.8	12.8
St. Paul, Minn.	16.5	x14.5	6.1	15.6	13.7	12.7
Des Moines, Ia.	15.9	14.4	5.0	14.8	13.2	12.2
St. Louis, Mo.	15.7	14.2	4.5	14.8	12.8	11.5
Wichita, Kans.	14.4	13.3	6.5	13.0	11.2	10.2
Omaha, Nebr.	16.0	14.5	7.5	14.7	13.1	12.1
Fargo, N. D.	18.3	16.8	5.5	16.3	14.6	13.6
Huron, S. D.	18.2	16.7	5.5	16.2	14.5	13.5
Milwaukee, Wisc.	16.2	14.7	5.5	15.5	14.0	13.0

Fuel Oils—T.W.—Chicago, Ill.

	Standard Heater Oil	Stanolex Furnace Oil		Stanolex Fuel A	Stanolex Fuel C
1-99 gals.	14.8	13.8	1-749 gals.	9.6	8.45
100-149 gals.	13.8	....	750 gals. & over	8.85	7.7
150 gals. & over	13.3	....			
150-399 gals.	....	13.8			
400 gals. & over	....	12.3			

Taxes:

St. Louis, Mo. gasoline tax includes 1c city tax. Des Moines, Ia. kerosine and furnace oil prices do not include 4c state tax. State sales, occupation, consumer & use taxes to be added where applicable.

Effective date: x May 2.

Kentucky Standard

	Crown Net aDealer	Gasoline Taxes	Kerosine T.W.
Covington, Ky.	13.5	8.5	14.8
Lexington	16.2	8.5	14.5
Louisville	14.9	8.5	13.8
Paducah	14.8	8.5	13.5
Jackson, Miss.	15.4	7.5	13.7
Vicksburg	14.9	7.5	13.2
Birmingham, Ala.	14.5	8.5	14.0
Mobile	14.7	9.3	13.5
Montgomery	15.5	9.5	14.1
Atlanta, Ga.	15.6	8.5	13.7
Augusta	16.1	8.5	14.4
Macon	15.6	8.5	13.8
Savannah	14.9	8.5	13.5
Jacksonville, Fla.	14.9	8.5	13.5
Miami	14.4	8.5	13.5
Pensacola	14.7	9.5	13.4
Tampa	14.7	8.5	13.0

Taxes:

Gasoline tax column includes these city & county taxes: Mobile, 2c city; Birmingham, 1c county; Montgomery, 1c city & 1c county; Pensacola, 1c city. Other taxes not included in prices: Georgia, kerosine, 1c; Montgomery, kerosine 1c; Mississippi, kerosine 0.5c.

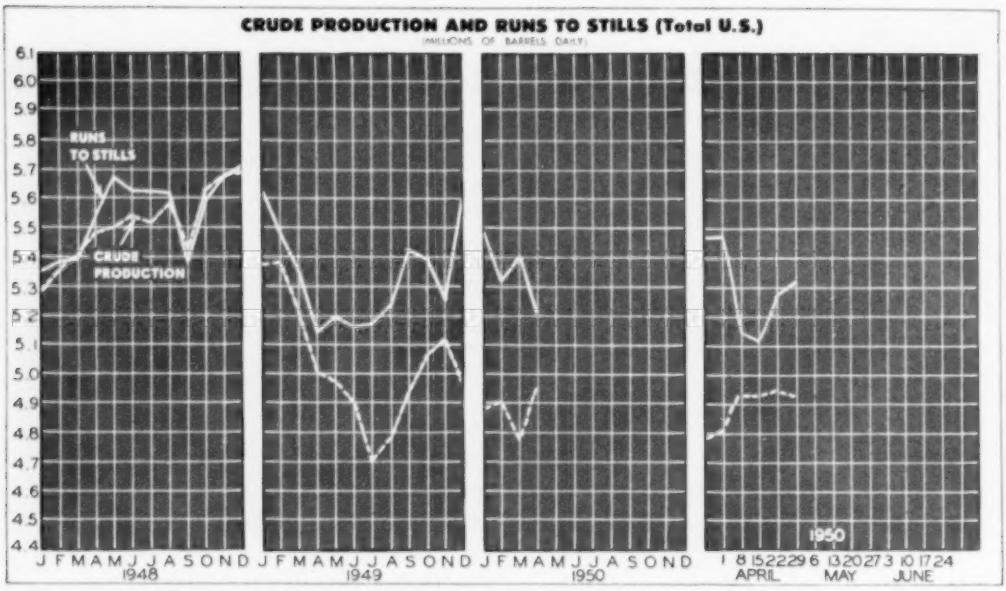
Discounts:

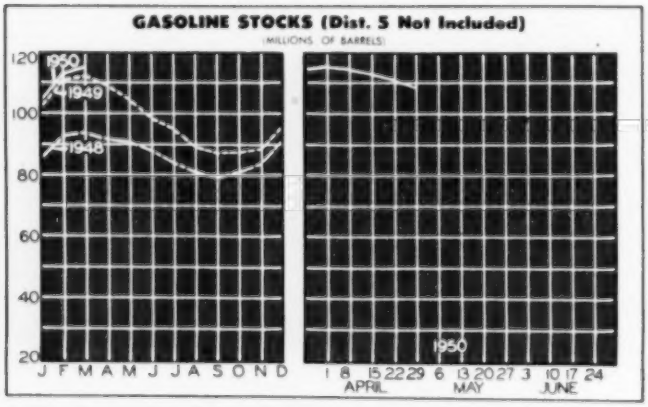
Crown gasoline—Tampa, 2.5c per gal. for t.w. deliveries.

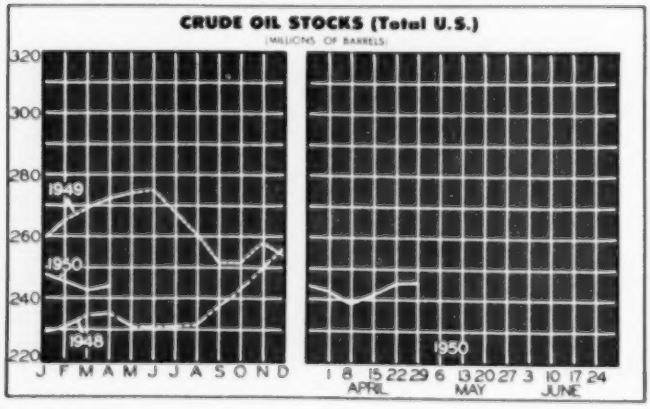
Notes:

Consumer t.w. prices are same as net dealer prices.

a Effective May 3.







Crude Oil Stocks

(Bureau of Mines figures in thousands of barrels)

	Apr. 22	Apr. 29	Change from Apr. 22
Pennsylvania Grade	2,777	2,858	+81
Other Appalachian	1,643	1,724	+81
Lima-Michigan	827	860	+33
Illinois-Indiana	8,420	8,148	—272
Arkansas	3,009	3,057	+48
Kansas	9,235	9,238	+3
Louisiana:	15,961	15,321	—640
North	3,434	3,405	— 29
Gulf	12,527	11,916	—611
Mississippi	2,356	2,456	+100
New Mexico	6,395	6,368	— 27
Oklahoma	26,575	26,297	—278
Texas:	107,878	110,011	2,133
East Texas	14,876	15,240	+364
West Texas	38,705	39,803	1,098
Gulf Texas	27,517	27,580	+63
Other Texas	28,780	27,388	—608
Panhandle	3,712	3,680	— 32
North	7,766	7,824	+58
South	7,386	7,373	— 13
Other	7,916	8,511	+595
Rocky Mountain	13,468	13,519	+51
California, incl. heavy	38,128	37,423	—705
Foreign	7,459	7,484	+25
Total crude stocks in U. S.	244,111	244,744	+633
Total located in Bureau of Mines' East Coast District	14,609	14,435	—174

Penna. Crude Runs to Stills

(Compiled by National Petroleum Assn., from reports of all companies refining Penna. Grade Crude. Figures in b/d.)

Week Ended April 28, 1950	Week Ended April 22, 1950	Week Ended April 30, 1949
53,204	52,135	53,769

REFINERY OPERATIONS

(*American Petroleum Institute figures in thousands of barrels of 42 gallons each. Figures include reported totals plus estimate of unreported amounts and are therefore on a Bureau of Mines basis.*)

Districts	Crude Runs to Stills: Daily Average Week Ended April 29	Crude Runs to Stills: Daily Average Week Ended April 22	Crude Runs to Stills: % Operated Week Ended April 29	Crude Runs to Stills: % Operated Week Ended April 22	Gasoline Production at Refineries Inc. Natural Blended Week Ended April 29	Gasoline Production at Refineries Inc. Natural Blended Week Ended April 22	Kerosine Production Week Ended April 29	Kerosine Production Week Ended April 22	Gas Oil & Dist. Fuel Oil Production Week Ended April 29	Gas Oil & Dist. Fuel Oil Production Week Ended April 22
East Coast	878	894	87.3	88.9	2,467	2,664	191	213	1,281	1,278
Appalachian (Dist. 1)	85	80	72.0	67.8	252	231	44	45	66	74
Appalachian (Dist. 2)	71	78	94.7	104.0	218	256	33	35	82	88
Ind., Ill., Ky.	920	908	81.4	88.3	3,413	3,575	434	426	533	1,140
Okla., Kans., Mo.	429	442	80.0	82.5	1,682	1,774	110	115	679	622
Inland Texas	201	176	73.3	63.5	880	924	90	81	215	182
Texas Gulf Coast	1,163	1,061	73.9	67.1	3,959	3,393	655	478	1,397	1,763
Louisiana Gulf Coast	443	451	96.7	98.5	1,633	1,674	341	371	637	731
No. La. & Arkansas	78	78	77.1	77.1	175	170	40	44	107	102
Rocky Mt. (Dist. 3)	14	13	93.3	86.7	52	50	3	3	13	14
Other Rocky Mt. (Dist. 4)	174	169	70.4	76.8	599	578	12	12	281	273
California	860	830	80.8	77.8	2,606	2,566	87	95	926	911
Total U. S.—B. of M. Basis	5,314*	5,266	80.8	80.0	18,038	17,652	2,029	1,872	6,531	7,161
U. S.—B. of M. Basis, April 30, 1949	5,273		82.6		17,969		1,837		6,881	
East of California	4,454	4,436	80.8	80.5	15,432	15,086	1,962	1,837	5,605	6,256

* Includes 195,000 bbls. foreign crude runs.

Districts	Residual Fuel Oil Production Week Ended April 29	Residual Fuel Oil Production Week Ended April 22	Total Stocks Kerosine Week Ended April 29	Total Stocks Kerosine Week Ended April 22	Total Stocks Gas Oil and Distillates Week Ended April 29	Total Stocks Gas Oil and Distillates Week Ended April 22	Total Stocks Residual Fuel Oil Week Ended April 29	Total Stocks Residual Fuel Oil Week Ended April 22	Stocks of Finished and Unfinished Gasoline Week Ended April 29	Stocks of Finished and Unfinished Gasoline Week Ended April 22	Per Cent Daily Refining Capacity Reported Week Ended April 29
East Coast	1,305	1,587	4,842	4,958	9,515	9,840	9,265	9,104	25,890	26,824	100.0
Appalachian (Dist. 1)	76	72	263	234	470	488	231	251	2,376	2,430	90.3
Appalachian (Dist. 2)	92	128	72	70	91	93	130	158	1,039	1,122	91.3
Ind., Ill., Ky.	1,059	983	1,980	1,852	4,189	4,348	2,314	2,245	27,254	28,084	90.3
Okla., Kans., Mo.	429	473	517	511	2,520	2,522	787	753	13,778	14,180	82.8
Inland Texas	276	283	251	246	747	683	583	590	3,618	3,844	81.5
Texas Gulf Coast	1,488	1,448	1,784	1,492	5,629	5,881	3,060	3,074	20,194	20,119	97.2
Louisiana Gulf Coast	390	330	1,810	1,659	2,501	2,248	1,903	1,988	6,397	7,173	98.1
No. La. & Arkansas	102	106	223	308	340	565	181	171	2,938	2,812	72.6
Rocky Mt. (Dist. 3)	20	19	25	25	50	34	29	30	112	99	23.1
Other Rocky Mt. (Dist. 4)	226	215	294	301	1,358	1,317	483	446	5,221	5,114	88.7
California	1,819	2,044	800	797	5,266	5,182	20,296	20,997	19,628	19,605	91.1
Total U. S.—B. of M. Basis	7,272	7,688	12,825	12,434	36,696	37,121	39,260	39,787	128,655	131,266	92.7
U. S.—B. of M. Basis, April 30, 1949	8,185		18,922		50,028		39,978		125,115		
East of California	5,453	5,644	12,025	11,636	27,420	27,939	18,964	18,720	109,021	111,661	

Unfinished gasoline stocks included are: (†) 8,761,000 bbls. (††) 8,105,000 bbls.

Crude and Condensate Production

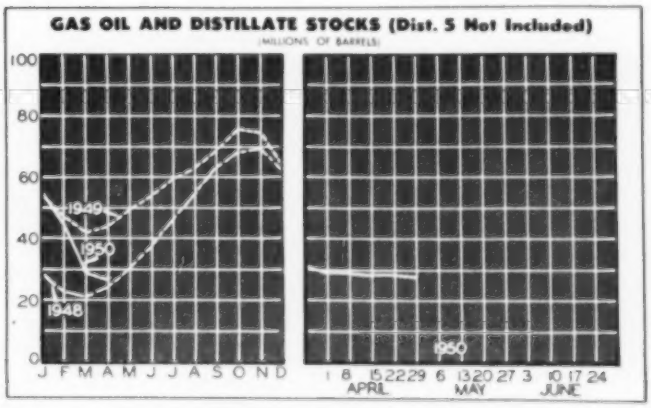
(API figures in barrels daily)
Week ended April 29

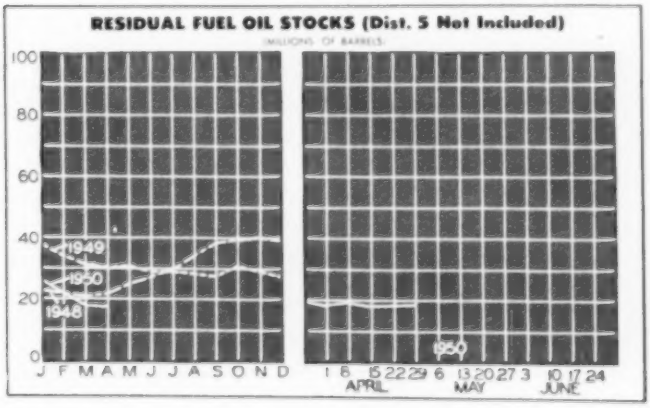
State	Crude & Condens.	Change from Previous Week
*New York-Pa.	41,400	+1,400
Florida	1,000	— 200
*W. Virginia	5,000	+ 400
*Virginia	100	—
*Ohio S. E.	5,500	—
Ohio Other	4,000	+ 250
Indiana	28,550	+ 750
Illinois	181,400	+5,450
Kentucky	26,300	+ 650
Michigan	16,650	+1,250
Nebraska	**71,500	—
Kansas	**272,900	—11,150
Oklahoma	**423,750	—11,550
Texas:		
Dist. 1	26,550	—
Dist. 2	120,050	—
Dist. 3	567,300	+ 300
Dist. 4	193,350	+ 50
Dist. 5	39,500	—
East Texas	256,000	—
Other Dist. 6	95,650	+ 50
Dist. 7-B	63,200	—
Dist. 7-C	52,900	+ 600
Dist. 8	662,050	—
Dist. 8-A	130,600	—
Dist. 10	95,500	—
Total Texas	2,015,350	+1,000
North La.	129,200	+ 300
Coastal La.	407,000	—
Total La.	536,200	+ 300
Arkansas	85,100	+ 150
Mississippi	101,500	+ 600
Alabama	1,450	—
N. Mex. S.E.	124,000	—
N. Mex. Other	350	—
Wyoming	109,350	+ 50
Montana	22,500	+ 100
Colorado	10,400	+ 200
Utah	1,150	—
California	958,150	—1,100
Total U. S.	5,913,950	—12,150
*Penna. Grade crude incl.	38,000	+1,400

Breakdown of condensate production which is included in above table is as follows:

Arkansas	4,800	Texas	35,000
No. La.	10,750	Wyoming	600
Coastal La.	12,000	California	2,750
Mississippi	4,100		

**Okla., Kans., Neb. figures are for week ended 7 a.m. April 27, 1950.





Distributor's Ad Series Shows Ties With Supplier, 'Big' Oil Industry

The DeBlois Oil Co. in suburban Pawtucket, R. I., finds that it pays to advertise the industry and the supplier when you advertise a distributorship, even when the distributorship foots all the bills.

Its recent newspaper ads have told customers:

1. "The 'Black Magic' of Oil Brings You a Better America . . . Oil is the Safe, Clean, Cheap Fuel . . . DeBlois is Your Dependable Dealer."

2. "Esso Tankers Bring the Fuel for Better Living . . . DeBlois Oil Co., with one of the largest fuel truck fleets in New England, brings Esso-heat and petroleum products to thousands of homes and industrial plants . . . automatic, metered deliveries . . . 24-hour service for prompt maintenance and repair.

"We are proud of the part that we and our suppliers, Esso Standard Oil Co., play in keeping the wheels of this great industrial section turning . . . keenly aware of our responsibility in maintaining the same high quality of product and service througout the years."

Says Ads 'Pull'

The ads contained more textual matter than those selected parts, but that's the general idea which DeBlois Oil has been plugging for several years now. The idea gets across, too, according to President Arthur J. DeBlois.

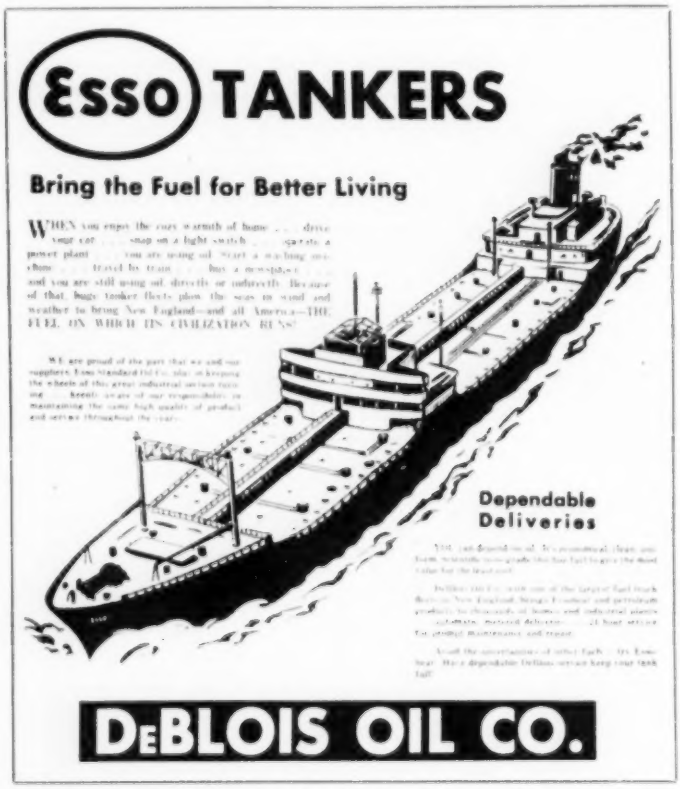
"It helps our picture materially from all angles—especially distribution and profits," he says.

DeBlois Oil began setting up a special budget for advertising ten years ago. It had determined, says its president, that "when we advertise we always make more money."

MORE FOR YOUR MONEY

DeBLOIS OIL COMPANY
Pawtucket Phone PERRY "88"

Winner of an annual Gold Award from 33 advertising agencies is this institutional ad of DeBlois Oil Co., Pawtucket, R. I. Small type in ad stresses savings to public resulting from oil industry research, and states DeBlois' pride in being able to help provide better living for its customers



Example of institutional advertising of DeBlois Oil Co. stressing co-operation between distributor and supplier in serving fuel oil customers. This ad appeared in *Providence Journal* Dec. 28, 1949 (14 x 16 in.)

Then in 1946, DeBlois Oil tried using its present "institutional" advertising approach to the customer in the newspaper space it buys.

Mr. DeBlois conceives the ads, outlines what he wants to say in them, and then turns the material over to a Providence advertising agency for polishing into final copy.

Six institutional ads in 1946 made the best impression DeBlois Oil had ever obtained, either profit-wise or otherwise according to the company. Not only was there much local comment, but the series won the annual Gold Award, newspaper classification, of a network of 33 advertising agencies (see reproduction above).

Mr. DeBlois favors institutional ads, over the conventional type, because of the conviction that more customer confidence in the distributorship is created when the customer is shown that the distributor is part of an important industry and is associated with a supplier having substantial resources.

The "long-time, long-pull" value of such confidence appeals to him strongly, and his current ad series is backed by a budget 25% larger than last year's. DeBlois Oil's budgets, covering also outdoor and radio advertising, have grown progressively larger through the years.

DeBlois Oil handles a complete line of products, and heating oil accessor-

CLASSIFIED

DISPLAYED: Advertisements set in special type or with border—$10.00 per column inch.
UNDISPLAYED: "For Sale", "Wanted to Buy", "Help Wanted", "Business Opportunities", Miscellaneous classifications set in type this size without border—25 cents a word. Minimum charge, $6.25 per insertion.

"Position Wanted"—10 cents a word. Minimum charge $2 per insertion. Box number counts 2 words. Copy must reach us by Wednesday preceding date of issue.
All classified advertisements are payable in advance.
No agency commission or cash discounts on classified advertisements.

Position Wanted

CHEMIST: Experienced. Analyses, research, production, development. Chemicals, lubricants, fuels, petroleum, refining, plant surveys. **BOX 320.**

SITUATION WANTED: Sales Manager or Assistant. I can increase your sales of Petroleum Products. Excellent background includes training of salesmen. **BOX 363.**

POSITION WANTED: Operations Manager—All phases Petroleum Products Distribution, Marketing - Retail Outlets, Bulk Terminals, Transportation, Warehousing. Graduate Engineer, age 35. Comprehensive experience, initiative and responsibility. Prefer Metropolitan New York. Commission or Distributor connection. **BOX 362**

Business Opportunity

INDEPENDENT MARKETER WANTED

Oil Company Official holds last available lease Marine Terminal Site Important West Coast Harbor where no independent terminal now located. Freight less than Half Major Differential. Need experienced oil man to operate and help finance. $30,000 to $35,000 required for half interest. Believe real opportunity. References exchanged—must be kept confidential. **BOX 364**

Wanted to Buy

LATE MODEL TRUCK with 800 or 1000 gal. streamlined tank, pump, meter and hose all in good condition, ready to go. **PAUL A. DAVIS, Lenox, Iowa.**

WANTED TO BUY: 1—1000 Gallon Truck Tank Semi Stream Line, 4 or 5 Compartment. For late model Chevrolet long wheel base. **BOX 474, Danville, Va.**

WANTED TO BUY

Want to acquire Part or All of Dist. or Jobber B. P. doing 40,000-70,000 Gals. per mo. in W. Va., Ohio, Ky., Mich., or W. Penna. Must be able to show room for growth. Confidence respected.

BOX 366

WANTED TO BUY

Refineries for Dismantling
at any location

No Job Too Big

WEINSTEIN CO. 610 W. 8th St.
Jamestown, N. Y. Phone 6-154

Position Open

POSITION OPEN: Wholesale Lubricating Oil Representative to cover territory within reasonable shipping radius of Memphis, Tennessee. **BOX 365.**

For Sale

1946 and 1947 2 TON DODGE, New Gramm 1000 Gal. 5 compartment tanks. Equipped with Brodimatic Meters and electric reels. Used 5 months. **MRS. L. W. NILE, Hillsdale, Mich.**

FOR SALE: One Sprague-Sells M & S 6 pocket filler for 5 quart oil cans. Serial No. 34-115, good condition. Price $150.00. **COOPERATIVE REFINERY ASSOC., P.O. Box 2359, Kansas City 13, Missouri.**

STORAGE TANKS—TANK CARS

3—65 Bbl. & 1—1000 Bbl. & 1—10,000 Bbl. New Bolted Tanks.
6—20,000 & 25,000 Gal. New Welded.
50—10,000 Gal. R.R. Car Tanks.
300—8,000 & 10,000 Gal. Tank Cars.

STANHOPE
60 E. 42nd St. N. Y. 17, N. Y.

ies, operating over a Rhode Island-Southern Massachusetts territory within a 15-mile radius of its Pawtucket general plant.

And Mr. and Mrs. DeBlois have a son, Arthur J. DeBlois, Jr., 22, who is a director of the company and president of the Petroleum Club of Rhode Island.

Dealers Get Double Offer

Tide Water Associated is offering dealers two promotional items introduced last year—the Veedol Can Bank and the "On-A-Door" Travel Hook.

The can bank is a miniature of the company's Veedol oil can and can be used by motorists either as a penny bank or razor blade receptacle. Tide Water is telling dealers that they should make the most of presenting the bank by dropping a bright, new penny in the slot and talking about the slogan printed on the can: "Two ways to save—*Money in Your Bank—Veedol in Your Car.*" The banks are recommended by Tide Water as gifts to regular customers or their children, to good prospects, or to potential customers in door-to-door solicitation.

Procedure in presenting the travel hook, used for hanging up coats and other clothing in cars, is similar to that for the bank.

Every Employe a Salesman

General Petroleum Corp. is making every employe potentially a member of its sales team. Employes are being asked to inform the company of names and addresses of persons who might be interested in its products, for further contact by sales representatives.

Postage-paid business reply card, which folds into an envelope, is attached to binding of the company's house publication, *Doings in General*. A facsimile of the card, addressed to General's Trade Relations Committee, appears below.

Half page beside the reply card shows a picture of a kite in sky with lettering: "Sales Go Up." Large print below continues: "When you turn in names of PROSPECTS."

FOLD AND SEAL
NO STAMPS NEEDED . . .

Date .....

TRADE RELATIONS COMMITTEE:

I have talked to the person below about General Petroleum products and believe we might develop some new business with his firm. I have his permission to ask one of our representatives to call on him.

Name of Individual to See .....

Title or Position .....
Name of Firm .....
Address .....
Remarks .....

Name of Employe supplying information above.

Department .....
Position .....

Free Direct Mail

Pan-Am Southern is continuing its long-standing policy of offering dealers a free direct-mail service to from 200 to 500 customers. Dealers need only furnish Pan-Am with a list of customers and the product or service they wish to feature.

The company supplies stationery and envelopes. It also writes the letter, folds it, puts it in an envelope, and addresses, stamps and seals the envelope. The letters are then sent in bulk to the dealer for local mailing to customers. The offer is good up to three times a year. A dealer may play up changeover, special announcements, TBA, or his restaurant, so long as Pan-Am products are mentioned in the letter.

Psychology Promotes Sales

A bit of psychology to promote sales and good will at the service station is described in February-March issue of *Signal News*, publication of Signal Oil Co.

An article tells of a dealer who marks N/C (no charge) on a lube job ticket when inspection has shown that no additional fluid or lubricant is needed. It is pointed out that the N/C mark shows the customer a service has been performed, but no charge has been made. A plain check mark is described as "cold and unimpressive."

Article concludes with tip to make sure the customer is informed of what N/C means. Otherwise its use is meaningless.

About Oil People

Mr. Hamilton

Mr. Haider

Mr. Moore

Mr. McGibbon

M. L. Haider, Toronto, was elected a vice president of Imperial Oil Ltd., recently. He has been a director of Imperial since 1948 and at present is general manager of the company's producing department.

Mr. Haider is a graduate of Stanford University and after experience in exploration and production, he joined the Standard Oil Development Co. where he was head of the production research and engineering department. In 1945 he joined the Jersey Standard's producing department and in 1946 he became associated with Imperial.

Trevor Moore of Toronto was recently elected a director of Imperial Oil Ltd. succeeding **A. E. Halverson** who retired (see NPN May 3, 1950 p. 64).

Mr. Moore was born in England in 1905 and came to Canada at the age of eight. He attended the University of Toronto and upon graduation in 1928, joined McLeod, Young, Weir & Co. Ltd. In 1946 he was named a director and vice president of that company.

D. W. McGibbon is the new treasurer at Imperial, succeeding the late Kenneth A. Henderson.

Mr. McGibbon was educated at the University of Toronto and in 1932 he joined Imperial where he worked at the Sarnia refinery and in the manufacturing department in Toronto. In 1940 he was transferred to the comptroller's office. In 1948 he attended the advanced management course at Harvard Business School and later was made assistant to the treasurer at Imperial.

John W. Hamilton has been made general counsel for Imperial. Mr. Hamilton joined Imperial in 1938 as assistant solicitor after spending a year in private law practice. In 1939 he joined the Royal Canadian Navy where he held the rank of lieutenant commander.

He returned to Imperial in 1945 and in 1948 was made counsel and manager of the law department.

John R. McCusker, president of Red Dot Oil Co., Denver, had to see for himself what the government is doing abroad. He just returned from a tour of Europe where he personally viewed the work of ECA and the Marshall Plan. He says he's now on the luncheon club circuit—giving talks on conditions in Europe.

* * *

Jervis J. Babb, formerly with Indiana Standard, has been elected president of Lever Brothers company, succeeding Charles Luckman. Mr. Babb started with Indiana Standard in September, 1931, as manager of sales research. Later he was made manager of retail sales, service station department, and then again became manager of sales research. He left Indiana Standard in November 1937. Mr. Babb was executive vice president of S. C. Johnson & Son, Inc., Racine, Wis., wax makers, prior to his appointment at Lever Brothers.

* * *

William H. Merritt, vice president and manager of the marketing division of Cities Service Oil Co. (Delaware), has retired after 48 years with that company.

Mr. Merritt was born in Springfield, Mass. in 1879 and attended Wilbraham Academy. He became associated with the Cities Service organization in 1902 when he joined the Lebanon (Pa.) Gas & Fuel Co., of which he later became general manager and vice president. In 1919 he was made manager of the Cities Service Oil Co. (Delaware) at St. Paul, and in 1936 he was elected vice president.

Mr. and Mrs. Merritt will reside at 254 Ellington Road, Longmeadow, Mass.

Edward L. Stauffacher will succeed Mr. Merritt as vice president and manager of the marketing division of Cities Service of Delaware.

Mr. Stauffacher was born in St. Paul, Minn. in 1901 and received his degree in engineering at the University of Minnesota. He joined Cities Service in 1924 as a junior engineer and later became superintendent of the gasoline division and was in charge of construction for the chemical division. He was made chief engineer and superintendent of operations, marketing division, in 1937.

* * *

New field representative of the Oil Heat Institute of New England is **Everett I. Flanders,** attorney and former fire marshal for the state of Massachusetts. His duties will include maintaining close contact with institute members and legislatures of the six New England states, and following up the oil heat campaign.

* * *

Mr. Moore

Mr. Kendrick

Harry H. Moore has been made division sales manager of the White Eagle division of Socony-Vacuum with headquarters in Kansas City. The White Eagle division of Socony-Vacuum covers marketing operations in Missouri, Kansas, Nebraska, Iowa, Minnesota, North Dakota, South Dakota, Montana, Wyoming and Colorado.

Mr. Moore joined the Vacuum Oil Co. in 1926 as a salesman. In 1932 he became assistant manager of the Minnesota district for Socony-Vacuum after that company was formed through the merger of the Vacuum Oil Co. and Standard Oil Co. of New York. He was made district manager in Minnesota in 1937 and in 1943 was transferred to the division office in Kansas City as assistant division sales manager.

Mr. Moore succeeds the late Charles A. Lewers.

Mr. Earl B. Kendrick has been appointed assistant division sales manager of the White Eagle division succeeding Mr. Moore. Mr. Kendrick joined White Eagle in 1922 before it became a division of Socony-Vacuum. From 1932 to 1937 he was manager of the lubricating department and directed jobbing marketing activities in Missouri, Iowa, Minnesota, Colorado and Wyoming.

Here's what's stopping Doc Topping

RUST and CORROSION Plug Up Fuel Pump Screens, Carburetor Jets

But there's No Stopping Sinclair Distributors

Attention-getting Sinclair newspaper ads like this prove the amazing extra value of new Anti-Rust Sinclair Gasolines. This history-making development in gasoline is making sales history for Sinclair Distributors and Dealers—bringing them thousands of new customers who don't want to be like Doc Topping.

Profit yourself from the public demand for the World's First Anti-Rust Gasolines. Contact your nearest Sinclair Representative or write Sinclair Refining Company, 630 Fifth Avenue, New York 20, N. Y.

Anti-Rust SINCLAIR GASOLINES

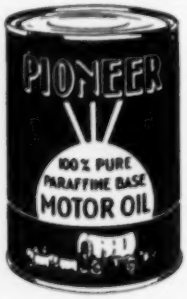
SINCLAIR HC GASOLINE

World's First Anti-Rust Gasolines CONTAIN RD-119

SINCLAIR FIRVL GASOLINE

POWER-PACKED *Plus* ANTI-RUST—NO EXTRA PRICE

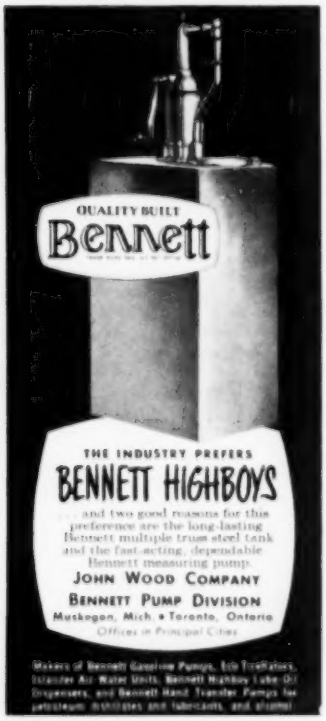
SELL
WITH PRIDE AND
CONFIDENCE
PIONEER
MOTOR OIL
At Lowest Prices In Years



If You Are Looking For Oil
In Quarts In 5 Gal. Pails
In 2 Gal. Cans In 55 Gal. Drums

PIONEER
provides you with good oil—a beautifully lithographed package—and prices that show you liberal profit.

WRITE TODAY FOR PRICES
TERRITORIES OPEN
PIONEER OIL COMPANY
1630 S. 51st St., Phila. 43, Pa. U. S. A.



ABOUT OIL PEOPLE

James W. Rees (left), assistant vice president and personnel director for Pure Oil Co. and William H. Montgomery (center), assistant credit manager of Pure, chairman and co-chairman of the petroleum group's 1950 Red Cross fund drive, give a check for almost $65,000 to John J. McDonough (right), vice chairman of business division of American Red Cross. Picture was taken at Red Cross headquarters in Chicago, where it was disclosed the petroleum group was one of the first business divisions to complete its share in the drive for $2,700,000, by subscribing 108% of its quota

John G. Pew, Sr., retired May 1 as president of the Sun Shipbuilding and Dry Dock Co.

Mr. Pew began work at the age of 16 as a pipefitter's helper with the Peoples Natural Gas Co. of Pittsburgh and 22 years later became president of that company. He also became president of the Hope Natural Gas Co. of West Virginia. In 1918 he joined Sun Oil Co. and in 1919 he became president of Sun Shipbuilding.

Richard L. Burke, was elected president of Sun Shipbuilding and Dry Dock Co. May 1, succeeding John G. Pew.

Mr. Burke joined Sun Shipbuilding as charge man in the hull drawing room, after attending night courses in structural engineering and naval architecture at Drexel Institute and Franklin Institute in Philadelphia. He became draftsman in charge of structural work in 1917 and was in charge of all drawings pertaining to the construction of Sun Ship's first dry dock. He was promoted to vice president and general manager in 1927.

Alton A. Norton, superintendent of hull construction at Sun Ship has been elected vice president. Mr. Norton attended Webb Institute of Naval Architecture and after graduation in 1916 went with Harlan and Hollingsworth drawing offices. Several months later he joined Sun Ship, where he was made superintendent of hull construction in 1926.

* * *

Reappointment of **B. L. Majewski,** vice president of Deep Rock, to the Chicago School Board was affirmed last week by the City Council. Mayor Kennelly's advisory committee on appointments had tied eight to eight on whether to recommend Mr. Majewski. The mayor reappointed him, pointing out that three of five university presidents on the committee were for Mr. Majewski.

* * *

J. R. Boone, 24, Chicago Bears halfback, has joined Consumers Co., Chicago, as a fuel oil salesman and assistant to the manager of company's fuel oil division. Formerly of Perry, Okla., he is making his home in a Chicago suburb with his wife and two children. Football notices disclose he has no first name, is rated as "one of most feared halfbacks in National Football League," having averaged 5.5 yards per try . . . at Tulsa university, he was all-Missouri Valley choice and rated one of best players in conference history.

* * *

H. S. Sherwood has resigned from the Service Analysts Inc., New York, where he held the position of vice president and general manager.

PIPE DREAMS COME TRUE

U. S. Rubber Company experts solve any rubber pipe or hose problem...no matter how unusual or difficult

LAYING DOWN ON THE JOB! It takes only 25 seconds for the helicopter to lay this 400-foot pipe line. The hose, developed by United States Rubber Company, is folded into a special container and released at the press of a button. Its civilian and military uses are almost infinite.

FISHY SUCCESS STORY. The 500,000 fish in this boat were unloaded in less than an hour by a special 12-inch vacuum hose compounded by U. S. Rubber. The hose sucks the fish out of the boat, sends them speeding to a storage bin 1500 feet away.

EASY PICKINGS! This vacuum cranberry picker works with great speed, never gets tired. U. S. Rubber made the special hose, aided cranberry growers in developing the machine, thereby increasing the yield.

You'd be surprised to find how many different things rubber hose can do . . . things it never had been called upon to do before. Come to the foremost authorities in the field, U. S. Rubber, when you have any question that hose may solve. They know about techniques and new methods which may materially lower your operating costs. Write:

A PRODUCT OF

U.S.RUBBER
SERVING THROUGH SCIENCE

UNITED STATES RUBBER COMPANY

MECHANICAL GOODS DIVISION, ROCKEFELLER CENTER, NEW YORK 20, N. Y.

ABOUT OIL PEOPLE

Attending the Boston convention of the Eastern Petroleum Credit Managers Assn. were, left to right: Albert G. Cater, Socony Vacuum, Buffalo; Charles H. Moore, Jenney Manufacturing Co., Boston; J. C. Stacks, Atlantic Refining, Pittsburgh

At the Eastern Petroleum Credit Managers convention in Boston the local credit men staged a demonstration of a typical bankruptcy hearing, inventing a mythical "Hot Friction Oil Co." as a petitioner. Participating were **James A. Mawn**, Gulf; **Norman Larson**, Esso Standard; **William McIntyre**, Texas Co.; **Walter J. Forbes**, Shell; **Edward Argy**, Tide Water; **Ralph A. Maloney**, American Oil Co.; together with **William J. Hession**, Federal Referee in Bankruptcy, and **Arthur T. Wasserman**, Boston attorney. Questions and answers were prepared to illustrate the steps in handling bankruptcy proceedings.

Charles H. Moore, of Jenney Mfg. Co., as convention treasurer, joined with **Rodney R. Jarvis**, of Socony-Vacuum's Boston office, in running the registration desk. **U. V. Davis**, of Esso Standard, presided at the opening session and again at the New England Town Meeting at the close. **James A. Mawn** and **Kenneth G. McKay**, both of Gulf's Boston office, collaborated on some really fine music at luncheon and dinner sessions, and earned a big hand.

Robert P. Dean, of Esso Standard, New York, took the opportunity while in Boston to drive up through the Cape Cod district with **J. C. Richdale**, Esso's New England manager. **Phil J. Fredrick**, Standard of Ohio, who is strictly a non-fish eater, was persuaded by **E. F. Kiefer** of American Lubricants, Buffalo, to try a lobster, which they did after some trouble finding a suitable place.

New members on the association's board of governors are: **L. C. Staples**, Texas Co., Boston; **J. C. Stacks**, Atlantic, Pittsburgh; **T. J. Serviss**, Sinclair, New York; **W. A. Foote**, Texas Co., Buffalo; and **R. G. Bannister**, Cities Service, Philadelphia.

* * *

All officers of the Natural Gasoline Assn. of America were re-elected during the 29th annual convention. They include:

James E. Pew, Sun Oil, Philadelphia, president; vice presidents: **J. F. Lynch**, La Gloria Corp., Corpus Christi; **F. M. Perry**, Cities Service, Bartlesville; **T. L. Taggart**, Standard of California, and **A. H. Weil**, United Gas Pipe Line Co., Shreveport. **W. F. Lowe**, Tulsa, is secretary-treasurer.

The Natural Gasoline Supply Men's Assn. also elected officers. They are: **L. L. Dresser**, Dresser Engineering, Tulsa, president; **Dallas S. Deem**, American Air Filter Co., Tulsa, first vice president; **M. E. Duncan**, Johns-Manville, Tulsa, second vice president, and **M. A. Ellsworth**, The Fluor Corp., Ltd., treasurer. **W. F. Lowe** was reelected secretary.

Three credit men from Canadian oil companies visited Boston for the convention of the Eastern Petroleum Credit Managers Assn. They are, left to right: Andrew Fermie, McColl-Frontenac, Toronto; E. A. Charbonneau, of the same company, Montreal; and R. A. Price, Cities Service, Toronto. As spokesman for the Canadians, Mr. Fermie praised the credit convention and said their visit was well worth while. Mr. Charbonneau extended an invitation to all credit men to attend the Eastern Credit Conference of the Canadian Credit Men's Trust Assn., Ltd., which will be held in Quebec City, May 25-26-27, at the Chateau Frontenac

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